

The background features a complex network of thin, glowing lines in shades of red, orange, and purple, radiating from a central point on the left. Interspersed among these lines are numerous out-of-focus circular light spots (bokeh) in various colors, including yellow, white, and blue, creating a sense of depth and dynamic energy.

Innovation in Business

19 February 2018

The Top 10 Most Innovative Companies by Forbes

amazon



NETFLIX



RAAS

REGENERON
science to medicine[®]



2017 Forbes list of top innovative companies based on "innovation premium" investors grant them

Megatrends: The forces driving our future

1. Digital future

Technology is disrupting all areas of enterprise, driving myriad opportunities and challenges

2. Entrepreneurship rising

Entrepreneurship around the world is growing, driving the need for more supportive ecosystems

3. Global marketplace

Economic power continues to shift east and south, driving new patterns of trade and investment

4. Urban world

Effective infrastructure investment and sound planning will make future cities competitive and resilient

5. Resourceful planet

Growing demand and shifting supply are driving innovation in the energy and resources space

6. Health reimaged

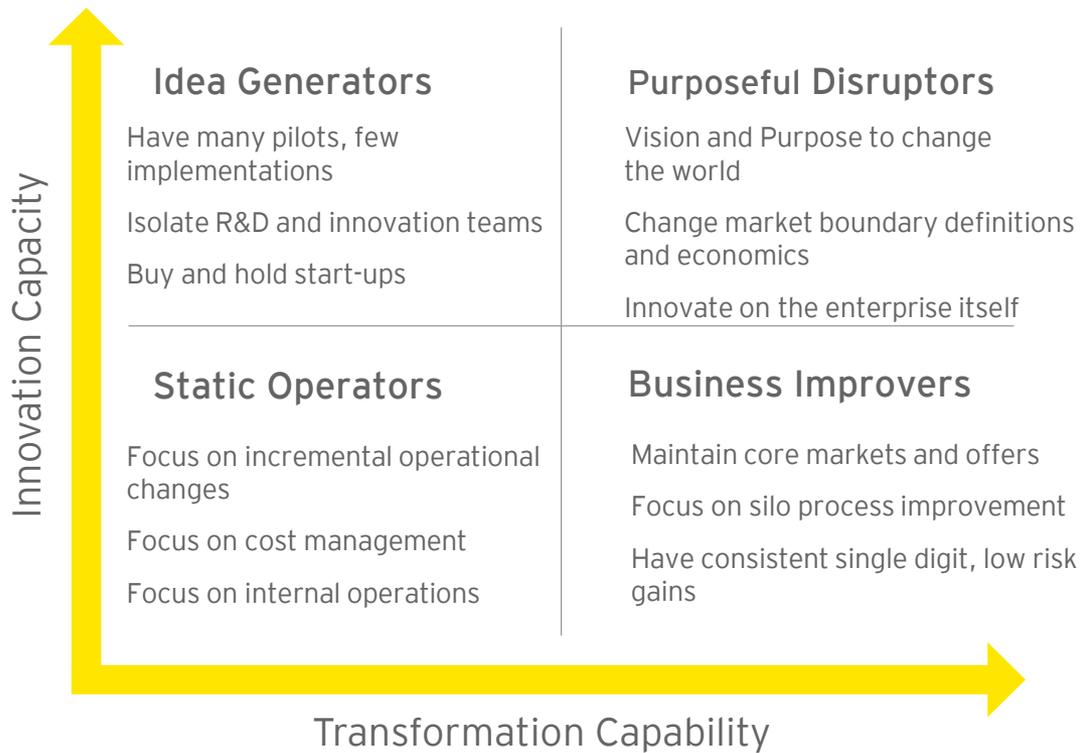
Technology and demographics converge to drive a once-in-a-lifetime transformation

How can Innovation be Realized?

Generating new ideas is just a first step in innovation.

Innovation is innately human, focused on customers and achieved through collaboration.

Taking innovative concepts to scale is the hardest part.



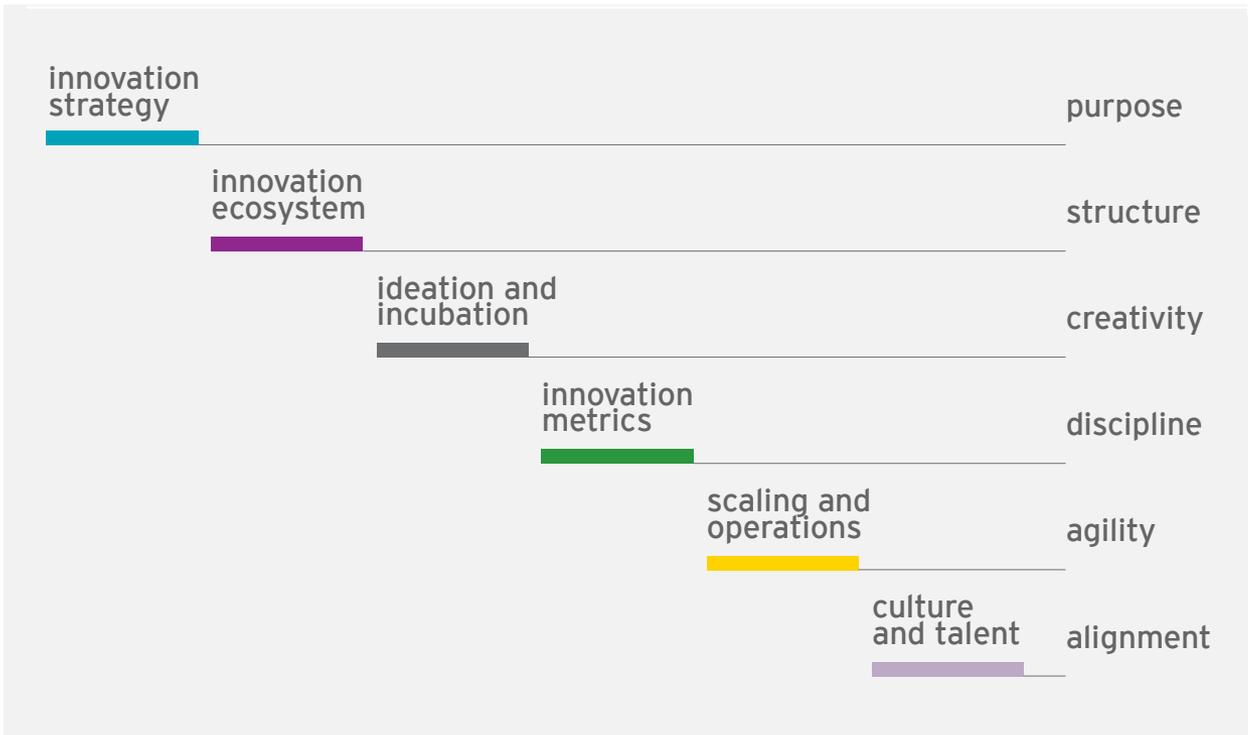
Generating and testing new ideas is only half of the story. Scaling those new ideas into the full organization to change entire industries and market expectations is required to drive full impact.

Innovation Approach

Strategies
that
accelerate,

Cultures that
stimulate, and

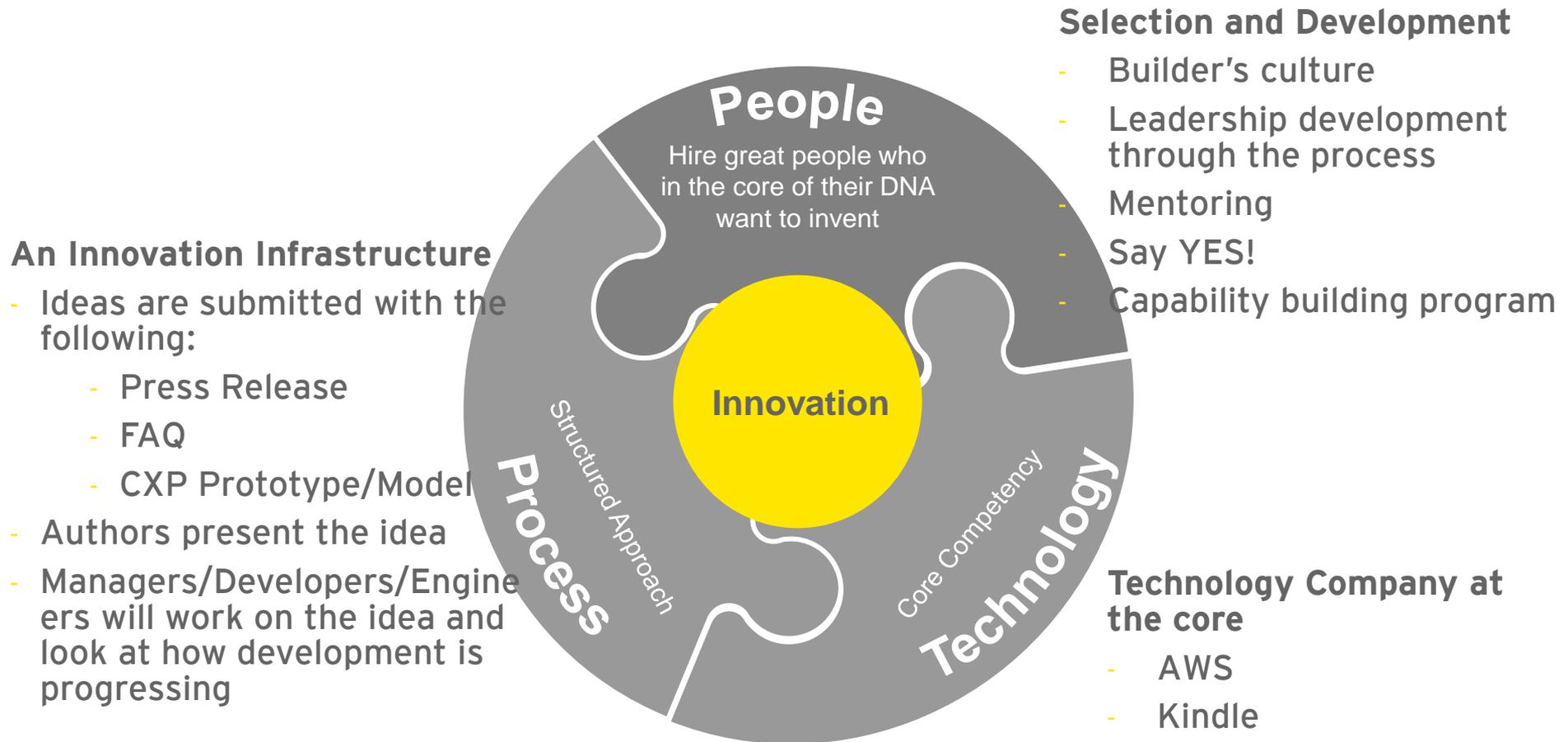
Ideas that
activate
growth



An End-to-End approach that goes deep into the operations and culture of the organization is needed to truly realize the full scale value of innovation

Spotlight on Amazon

Leadership Principle: Customer obsession. Leaders start with the customer and work backwards



Lessons from Amazon

Innovation is not just about technology

1

Focus on hiring
“builders”

3

Leadership principles

2

Working backward process

Innovation Principles



“We work really hard to create an environment where it is completely accepted to take a risk, try hard and fail.” - **Jeffrey Wilke**, CEO, Amazon Worldwide Consumer Business

“To invent, you need to experiment...they are inseparable twins, innovation and failure...” - **Jeff Bezos**, CEO, Amazon



Thank you!