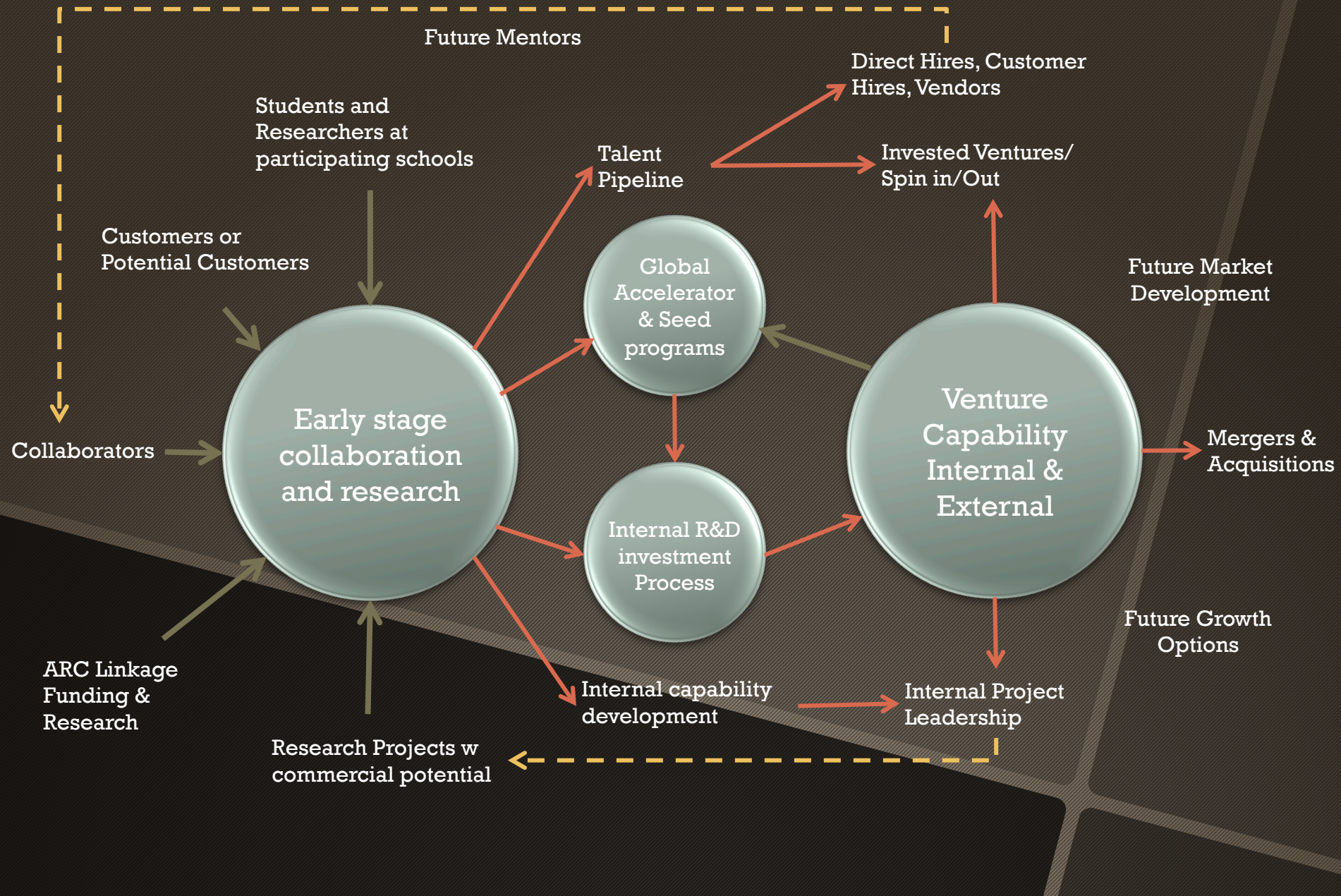


# How to **kill** an innovator

Actions that **fertilize** or **poison**  
innovation ecosystems

Presented by:  
Wes Sonnenreich

# Innovation Ecosystem Map



# Innovation is POETry

“Passion: Why should you innovate?

“Options: What can you innovate?

“Experience: How do you innovate?

“Team: Who should you innovate with?



## Kill

- “ Innovations
- “ Defeatism
- “ Egotism

## Grow

- “ Innovators
- “ Inspiration
- “ Authenticity

Passion

## Kill

- “ Red tape
- “ Tenure
- “ Silos

## Grow

- “ White space
- “ Urgency
- “ Cross – disciplines

Options

## Kill

“ Subsidise

“ Silent

“ Publish

## Grow

“ Fail

“ Noisy

“ Discuss

## Experience



## Kill

- “ Group-think
- “ Proscribe
- “ Isolate

## Grow

- “ Diversity
- “ Practice
- “ Mentor

Team

# Conclusion

“ It’s about **people** and **culture**

“ It’s an **art** and a **science**

“ Universities have all the necessary parts...



# Contact

“ For more information:

**Wes Sonnenreich**  
CEO  
intersective

wes@intersective.com  
<http://intersective.com>