

Stefan Stremersch
with Nuno Camacho and Isabel Verniers

THE TALENT ADVANTAGE

Developing your workforce
to drive innovation and
business results



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Core Thesis

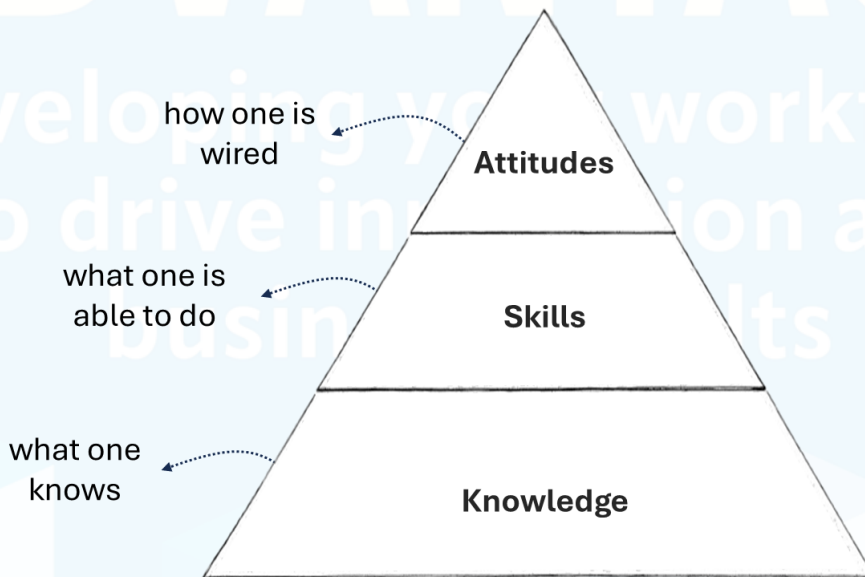
- The human species has thrived thanks to humans' innovation talent.
- In innovation, we should put people first. Solid innovation process should not turn people into a commodity, rather such process should enable and develop people in their ability to innovate.
- Innovation talent is not an innate ability a few superstars are born with.
- Innovation talent can be developed by anyone in an organization. An organization creates a competitive advantage when it develops the innovation talent of the many.
- This book propagates an inclusive view on innovation talent and showcases how you can build and develop it in everyone to drive innovation and business results.

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Innovation Talent

- “People’s competencies to innovate, i.e., to do something new or in a new manner that performs effectively.”

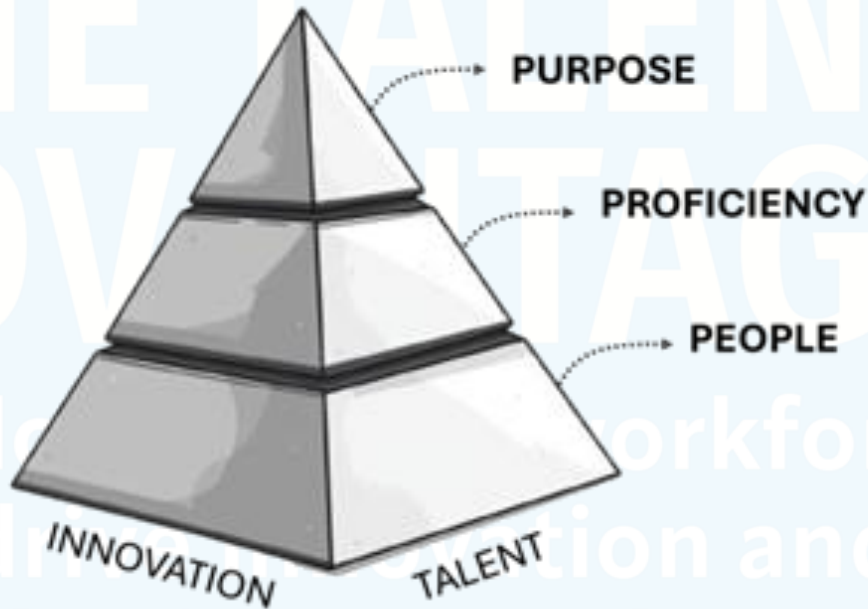


- Competencies = Knowledge + Skills + Attitudes
- Innovation competencies = **Inquire** – **Network** – **Navigate** – **Observe** – **Visualize** – **Adapt** – **Technology** – **Influence** – **Opportunity** – **New methods**

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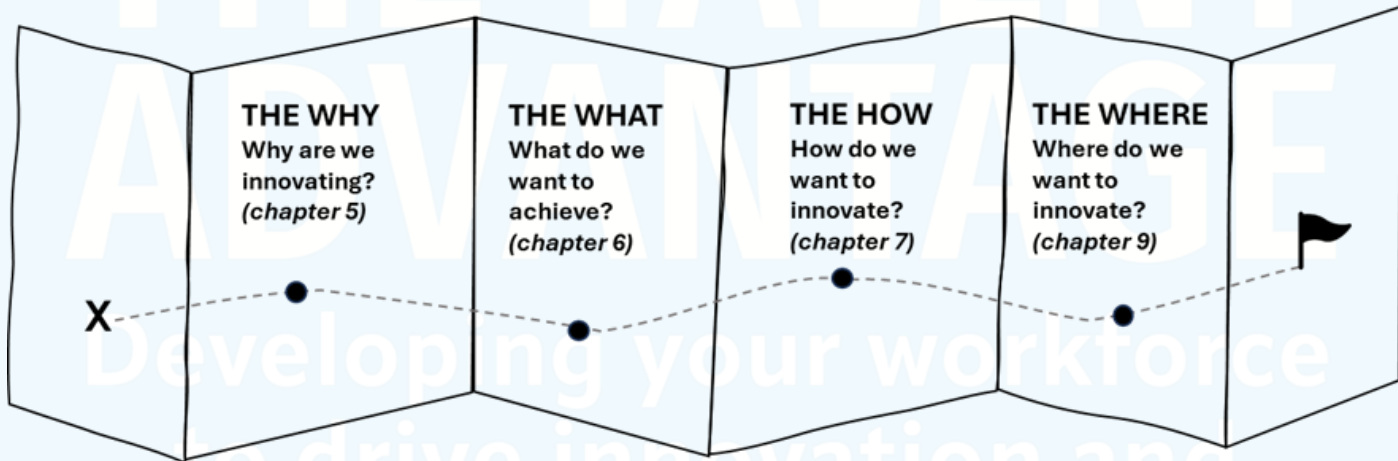
How to Build Innovation Talent?



- How do I set a clear **purpose** to mobilize my innovation talent?
- How do I develop the **proficiency** of my people to strengthen the organization's innovation talent?
- Which **people** do I aim to mobilize on my journey to strengthen my organization's innovation talent?

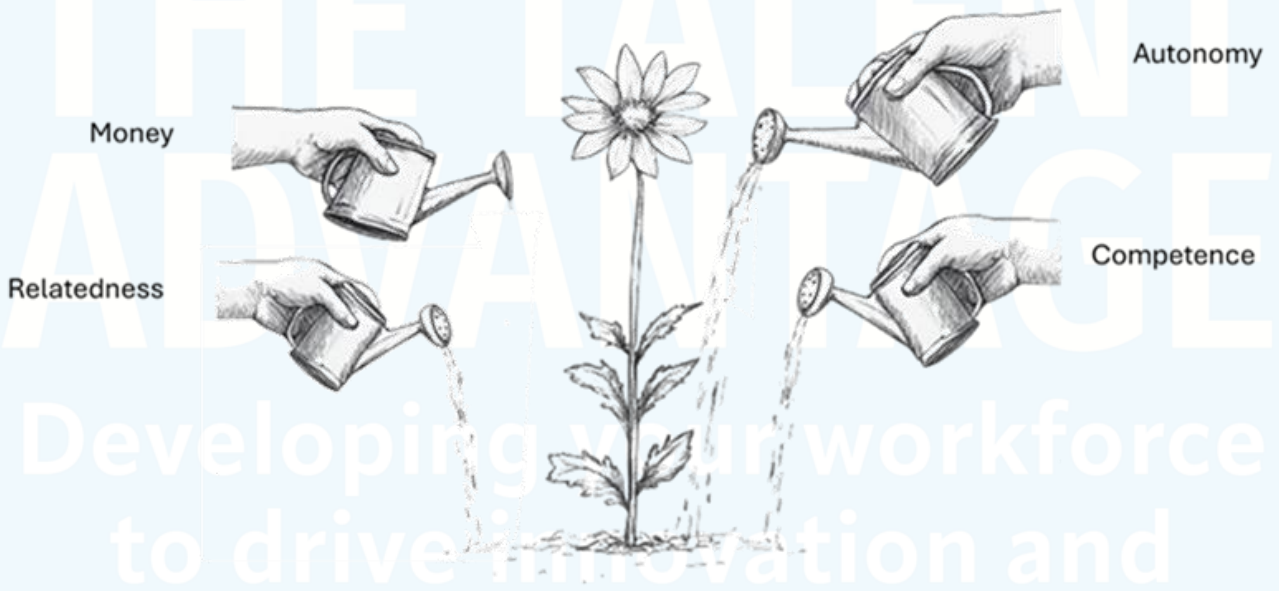
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How Do You Define **PURPOSE** to Mobilize Innovation Talent?



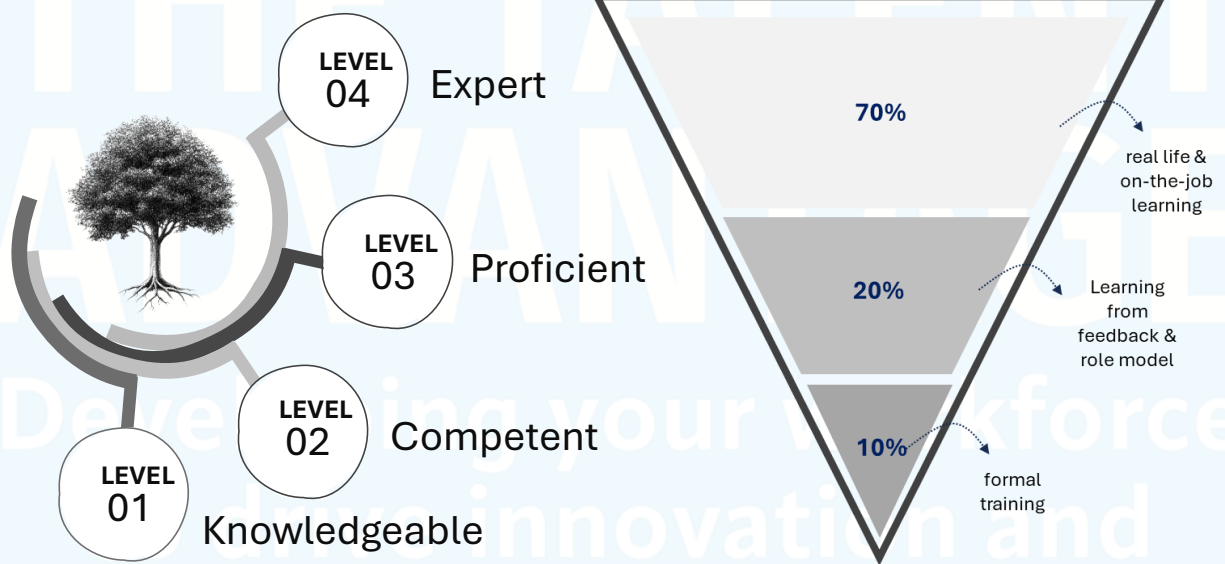
- “If you want people to develop their innovation talent, given them a purpose.”
- Explore **Innospire**, an award-winning innovation talent approach at Merck KGaA

Which PEOPLE Do You Mobilize to Strengthen Your Organization's Innovation Talent?



- “If you want to make people tick, it is better to do it with meaning than with money.”
- Explore **Caesar’s Board of the Future**, a vehicle to protect Caesar’s unique self-determination culture
- Meet **Roberto Goizueta**, CEO of Coca-Cola: “Communication is the only task a leader cannot delegate.”
- Meet the people in innovation trenches at **Michelin, Sabic, SKF, and Bio-Techne**.
- **Meet the bots** that can lift your own innovation talent.

How Do You Develop the Innovation Proficiency of Your People?



- Learn how to apply **10-20-70** to your competency development journey.
- Discover the key templates and tools that help your people develop their innovation talent and how to package them into a consistent program.
- Explore how **Aliaxis** adopted this approach to develop its innovation talent.
- See how to integrate new technology in your learning journey.

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Author: Stefan Stremersch

THE TALENT

- Chaired Professor Erasmus University Rotterdam, who received many career awards from scholarly associations in management and more than 6M euros in competitive research funding. Prior affiliations include IESE Business School, Duke University and Emory University
- Founder of MTI², a university spinoff that develops firms' and people's innovation potential and turns it into commercial success. Clients of MTI² include many leading firms in their respective industries.
- Passionate, but average, endurance athlete, running ultratrails, long distance duathlons and triathlons.
- With contributions by Nuno Camacho (Erasmus University Rotterdam) and Isabel Verniers (MTI²), long-time collaborators.