

# Når hodet er fullt av gamle tanker

Sjur Dagestad  
Innovasjonsprofessor & seriegründer

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17:10 – 17:55

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... i Preussen, Regierungsdistrikt Liegnitz, Schlesien; 21 630 indb. (1905). G. tilvirker uldvarer, matter, glas og papir og har stor udførsel af druer og vin («Grünberger»).

**Gründer** (t.), grundlægger, oftest benyttet om den, som tager initiativet til et økonomisk foretagende, især et aktieselskab, og gjerne med bibetydning af, at det herved først og fremst kommer an paa, at han kan mele sin egen kage. Betegnelsen g. er derfor ofte ensbetydende med svindler, spekulant, løbber. En g.-bank (i Frankrige Crédit mobilier) befatter sig med at formidle oprettelse af industrielle aktieselskaber ved at forstrække saadanne med kapital mod overdragelse af aktier, som banken derefter bringer paa markedet. I nyere aktielovgivning er misbrug, som heraf kan opstaa, søgt modvirket ved at affordre g. og g.-banker visse garantier for, at alt gaar rigtig til (se Aktie), og at legitime forudsætninger for vedk. selskabs dannelse er tilstede.

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Hadde vi ikke hatt så dårlig tid, så hadde vi aldri klart det!

Odd Magne Solheim, Auranor  
Nå: [www.radon.no](http://www.radon.no)

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1 år  
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3 uker

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**Tomra (2000):**

**Nå har vi analysert i  
årevis uten å komme  
oss av flekken!**

**Jeg skal ha handling!**

Erik Thorsen (CEO)

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**Logistikksystemet i Brasil**



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**Forskning:**

**\$ → Kunnskap**

**Innovasjon:**

**Kunnskap → \$**

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**Ansatte: 42%**  
**Markedet: 55%**  
**FoU / Univ: 3%**

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**1: Hva er innovasjon?**

**2: Hvorfor?**

**3: Hvordan?**

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**Innovasjon er et praktisk fag!**

**Å lære innovasjon uten å innovere er som å ta lappen uten å ha kjørt.**

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# 1. Hva?

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Innovasjon er en så bra, ny løsning at andre vil ta det i bruk.



Ny, svensk spark-e-sykkel

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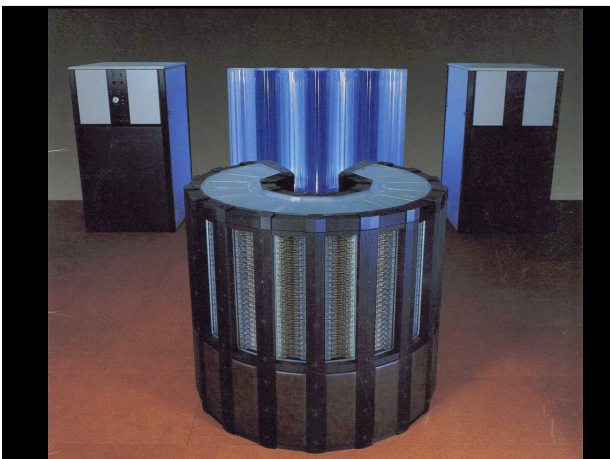
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# Fallgruve 1: Doblin 5

Du kan lese mer om Doblin i Innovasjon i praksis på sidene 19-21



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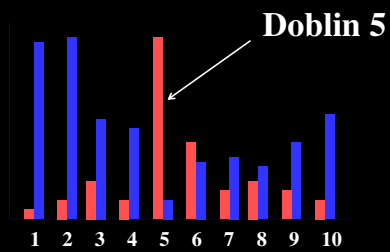
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Du kan lese mer om Doblin i Innovasjon i praksis på sidene 19-21



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## Fallgruve 2: Selvprojeksjon

Du kan lese mer om blindhet i Innovasjon i praksis i kapitlet om innsikt 

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## Verdens beste bilbarnestol





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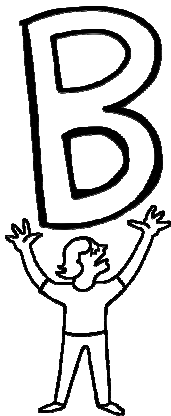
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Side 37 i Innovasjon i praksis

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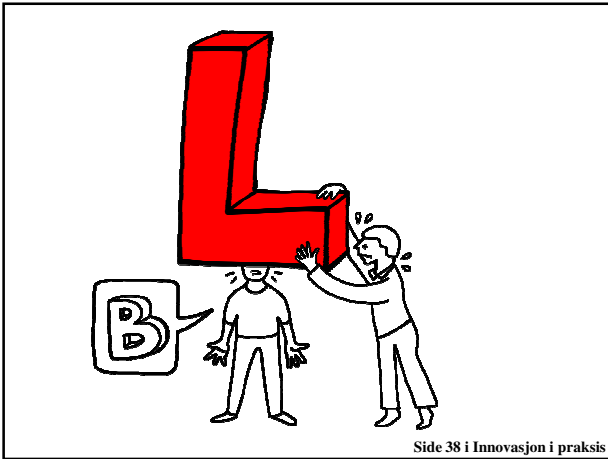
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**Vi bruker oss selv og vår egen smak som referanse når vi må sette oss inn i andres sted.**

**Empati blir til egoisme.**

<http://kampanje.com/tech/2016/05/~innovasjon-er-de-etablertes-ansvar/>

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**«Jeg brøyter bare fellesareal!»**

86A
86B
88A
88B

**innoco**

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**Hvorfor innovasjon? = Hvorfor barn?**



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**Barn bør leies!**



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**19:00 – 19:30  
Avrunding**

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# 3. Hvordan?

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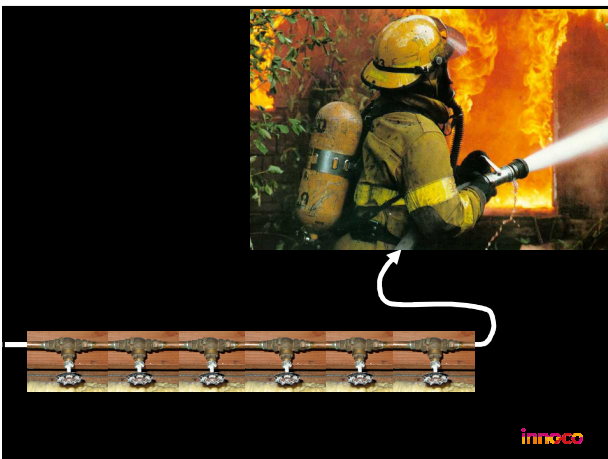
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For å kunne lykkes, er det 6 ting som må være i orden:



Behov    Løsning    Ildsjel    Team    Forankring    6. element

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Kl. 07:22: 2315 5000

Velkommen til Scandic  
Du får nå 4 valg:  
Tast 1 for booking  
Tast 2 for .....osv.



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Kl. 07:22: 2315 5000

Våre åpningstider er mandag til fredag fra kl. 08:00 til 20:00.  
Velkommen tilbake.

klikk



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**Du kan bestille rom, men  
kun når det passer oss!**



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**B: Ut fra veggen**



**A: Inn mot veggen**

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**Kultur spiser  
strategi til lunch!**

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**Kultur:  
Hvordan vi gjør  
det her hos oss**

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**Strategi:  
Framgangsmåte  
for å nå et mål**

**Feltherrekunst**

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Hvordan vi gjør det her hos oss

**Kultur spiser  
strategi til lunch!**

Framgangsmåte får å nå målet

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Måten vi gjør det  
på avgjør om vi  
når målet eller ei

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# AS bedrift på båttur



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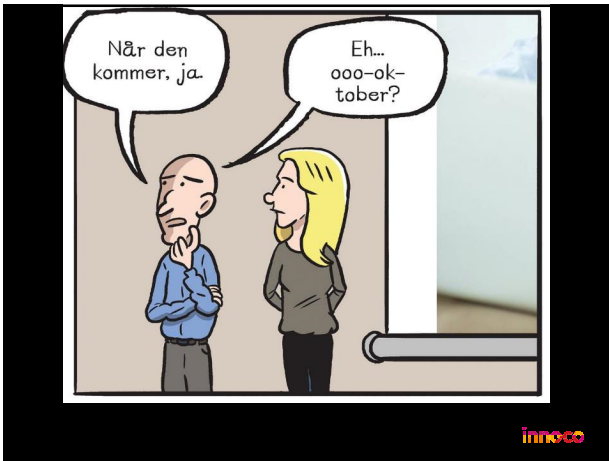
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**«Jeg tar heller en  
kopp kaffe på  
bensinstasjonen enn  
å drikke den her på  
hotellet.»**

Innovasjon i praksis kapittel 3

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**Innoco**

**Suksess er noe som kommer  
lenge etter at alle andre har  
gitt seg**

**[sjur@innoco.no](mailto:sjur@innoco.no)**

**Tlf. 9775 9104**

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