



Expertise and insight

for the future

# Welcome to Innovation

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- The goals of entrepreneurship: money and/or fun
- Why is EU lacking US in innovations?
- Why You?



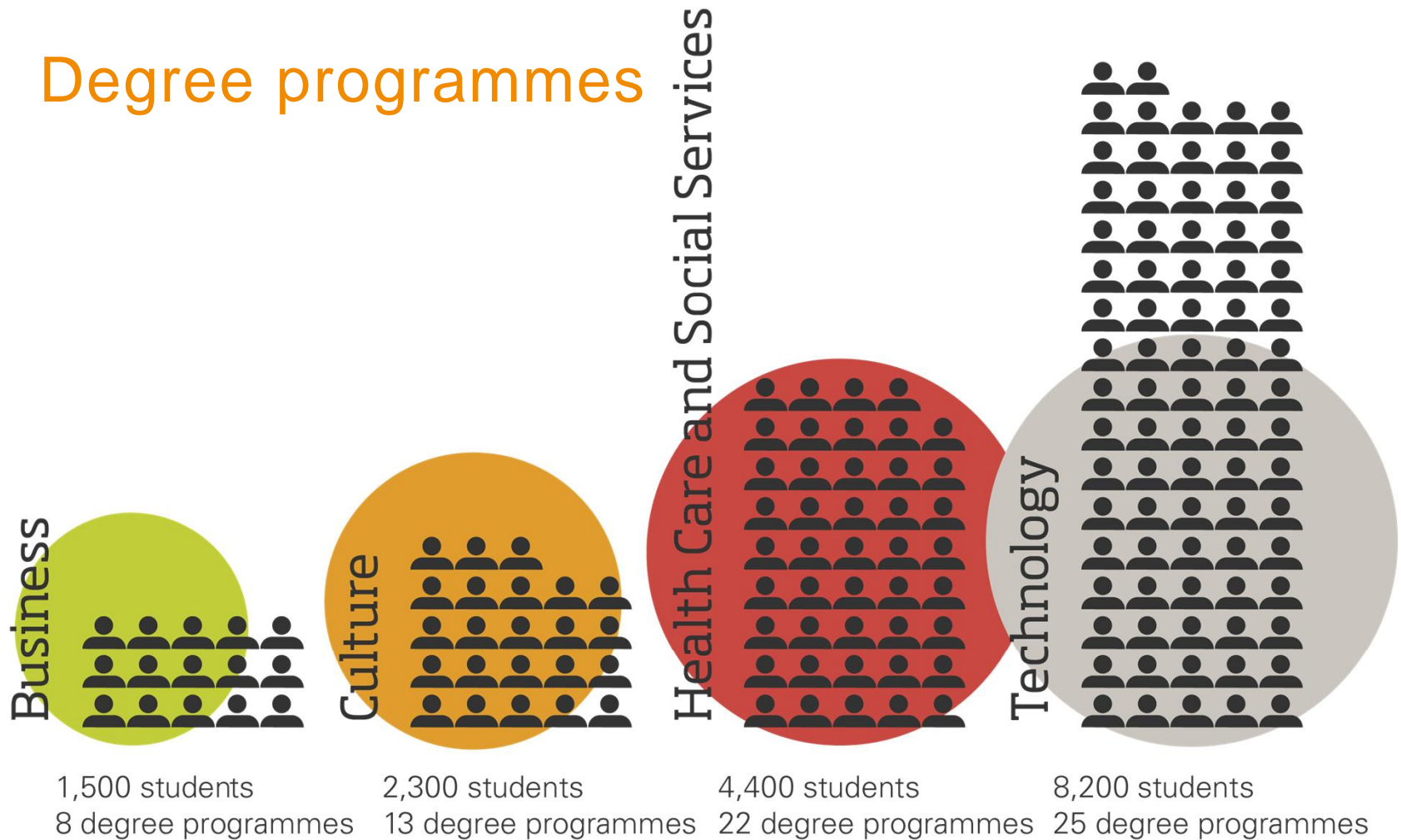
# Metropolia in brief

- A multidisciplinary university of applied sciences, the largest in Finland
- Operating out of Helsinki, Espoo and Vantaa
- Four fields of study:
  - Culture
  - Business
  - Health Care and Social Services
  - Technology
- 16,700 students
- 2,290 Bachelor's and 210 Master's graduates in 2012
- Staff 1,200



FINHEEC  
Audited

# Degree programmes



# Metropolia's values



High quality



Community  
spirit



Transparency



Expertise



# International partner network



# Innovations are important – byt why?

## 1. Change happens!

- There are two opposite ways to deal with change: be active or be changed

## 2. Three paths to success

- Price – be the cheapest one
- Quality – be the best (in reputation)
  - Jean-Baptiste Colbert's efforts to boost French fashion?
- Innovation – be the one that forces others to change

# Innovation:

- 1) **Novelty** (new thing)
- 2) that has been **implemented**
- 3) And which has **created added-value**

Note:

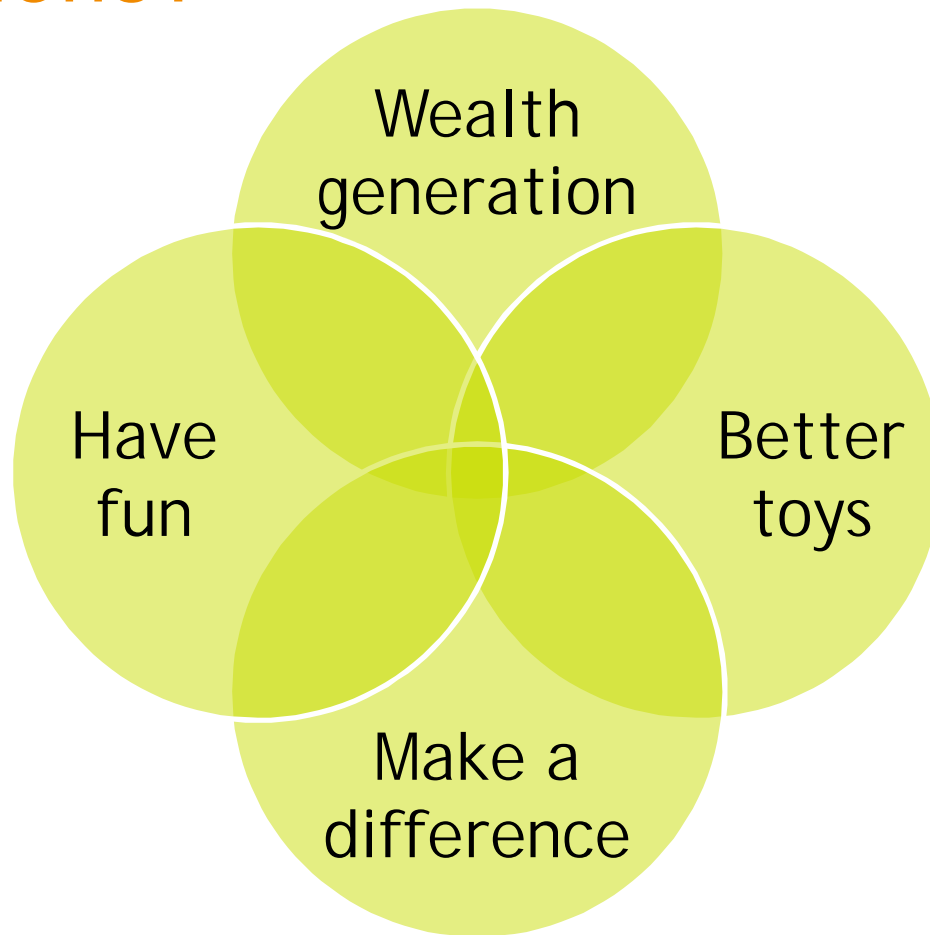
Added-value does not have to be financial!!! Other examples:

- Social value
- Environmental value
- Personal value





# Why in the world should You make innovations?



If you do not work for fun or profit,  
*why are you working?*

Innovation is 1% inspiration  
and 99% perspiration

(Edison/ Einstein / Taatila)

## An Innovator is...

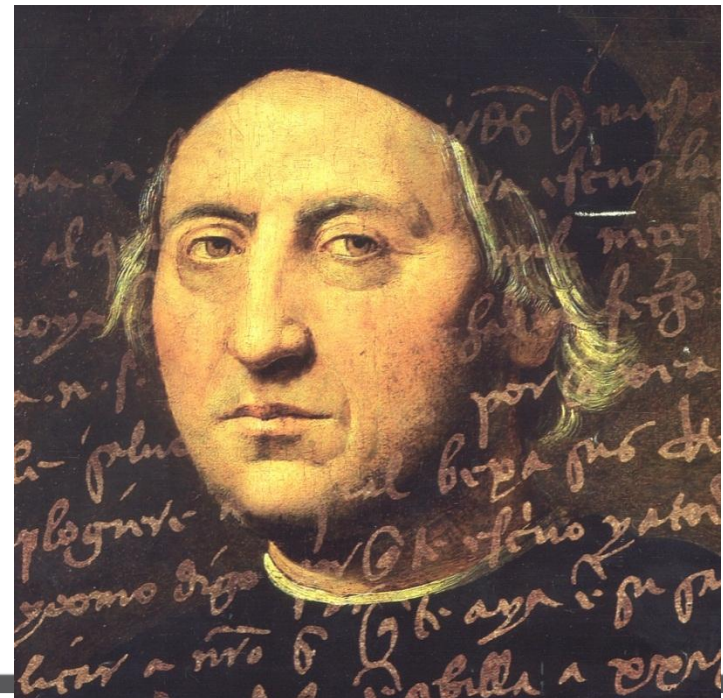
Someone who starts a project without having the full resources or knowledge

- Estimate, guess and gut feel
- Risk taking
- Want to make a change

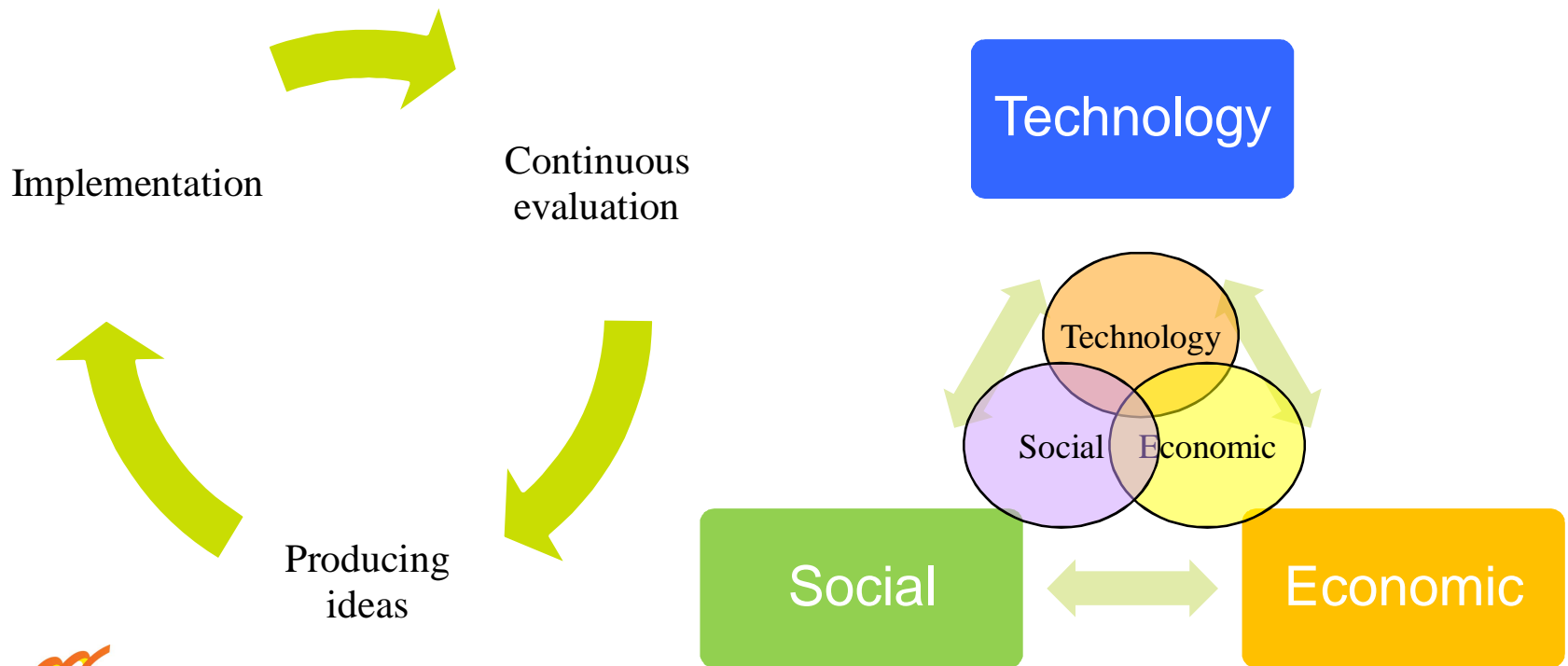
He did not know:

- Where he was going
- Where he were
- Where he had been

Who is he?



# The process and initiators of innovation



# What hinders development of innovative ideas?

- Fixations and other obstacles in thinking
  - You believe in some rules
  - You "must" do something
  - Cannot think something (taboos)
  - You do not know the basics of the subject
- Personal values:
  - What is allowed, what is not allowed?
- Negative feedback, fear or negative reactions
- The "guessing" structure of brains

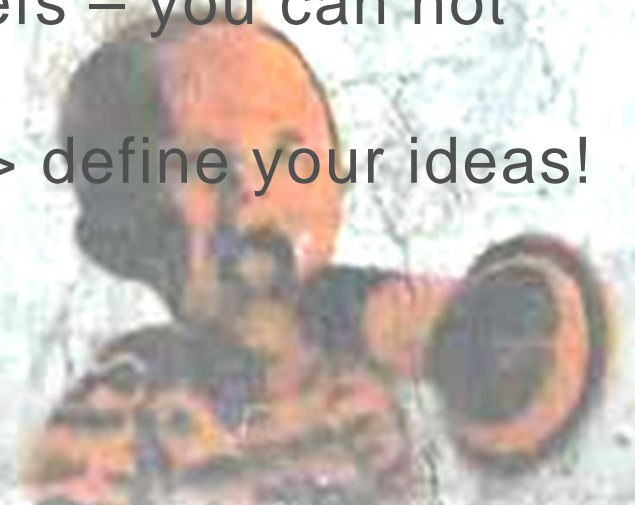




# FREE YOUR MIND

## Basic rules on creating innovative ideas

- Get rid of the obstacles
- Free your mind
  - In what situations brain creates ideas?
- Chizhenmihaily's "Flow"
- Constant positive feedback and acceptance of ideas
- Questioning own views and beliefs – you can not prove anything for 100%!
- Active and concrete approach => define your ideas!



## Personal exercise

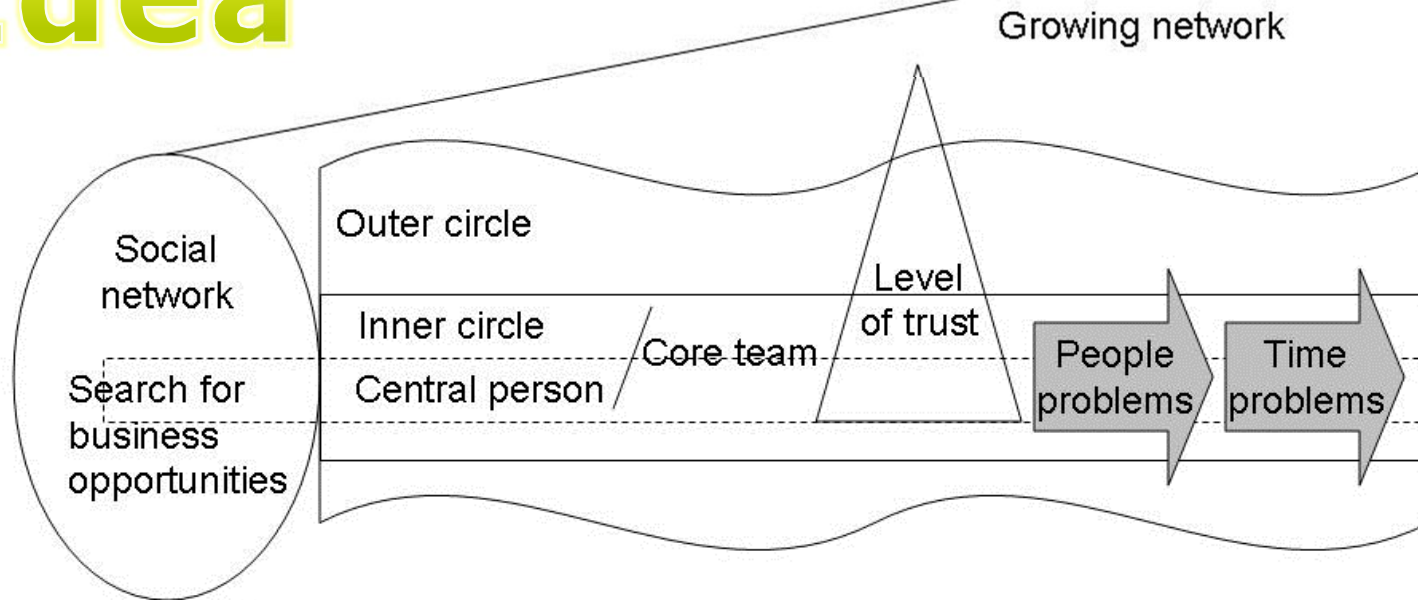
- What new services/products are needed or wanted?
- Everybody has to produce at least 20 ideas
- Time: 5 minutes – you must produce 20 ideas!

Innovator must have a **lust** for implementing the innovation!



# Implementation

# Idea Implementation



# Resources

# Why do innovations fail?

- Idea is bad
  - Too ideological, a product of small-minded thinking
  - No dialogical network
- No passionate central person
  - You cannot pass the flame on
- Bureaucracy is the pest of innovations
  - More there are administrative tasks the less likely the innovation is to succeed
- No resources
- Wrong people doing wrong things
  - No-one takes the responsibility



You are the only thing that can stop you from becoming an innovator, so:

**IF YOU WANT TO DO IT...**





Just do it!

[www.metropolia.fi](http://www.metropolia.fi)