

Cultures of Innovation

MARCH/2022

1 / INNOVATION IN TIMES OF DISRUPTION – Trends and challenges

1

Beneficiaries

New Segments
Increased value perception
loyalty

2

Talent

Talent management (attraction,
retention and motivation)
Skills development

3

Value Chain

Efficiency in the use of resources
Risk mitigation (Compliance,
abundant resources, reputation and
unanticipated events)
Innovation

4

Ecosystem

regulation
goodwill
cost of capital

26% *Of AUM are scrutinized under ESG criteria*
This goes up to 53% in Europe.

75% *Of millenials are looking for purpose in their jobs.*
According to a Core Communications study.

58% *Impact driven organizations reported a growth rate above 10%*
85% of impact organizations grew and this goes down to 42% for regular organizations. According to the Global Report Purpose at work da LinkedIn.

65% *Of the Workforce are keen to change job every 3 years*
According to the Human Capital Trends da Deloitte.

86% *Of workers consider regular performance indicators obsolete.*
According to a SocialChangeCentre survey.

Organization typology

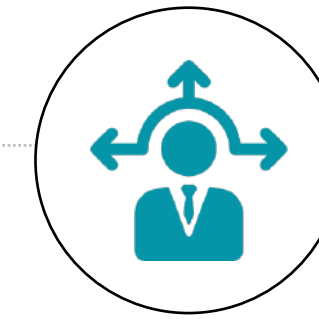
<i>Traditional</i>	<i>Emergent</i>	<i>Digital</i>
<i>Physical work</i>	<i>Intellectual work</i>	<i>AI+HC</i>
<i>Hard Power</i>	<i>Soft Power</i>	<i>Incomplete Design</i>
<i>Employee</i>	<i>Mentor</i>	<i>Holocracy</i>
<i>Orchestra</i>	<i>Jazz</i>	<i>Festival</i>



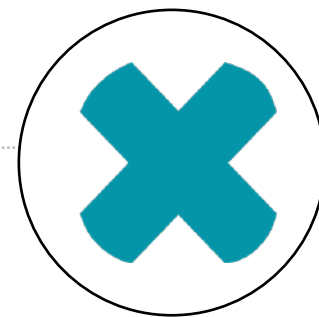
Baumol's Disease



Founder Syndrome



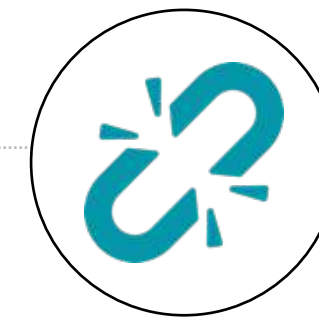
Bad Governance



Lack of leadership sharing



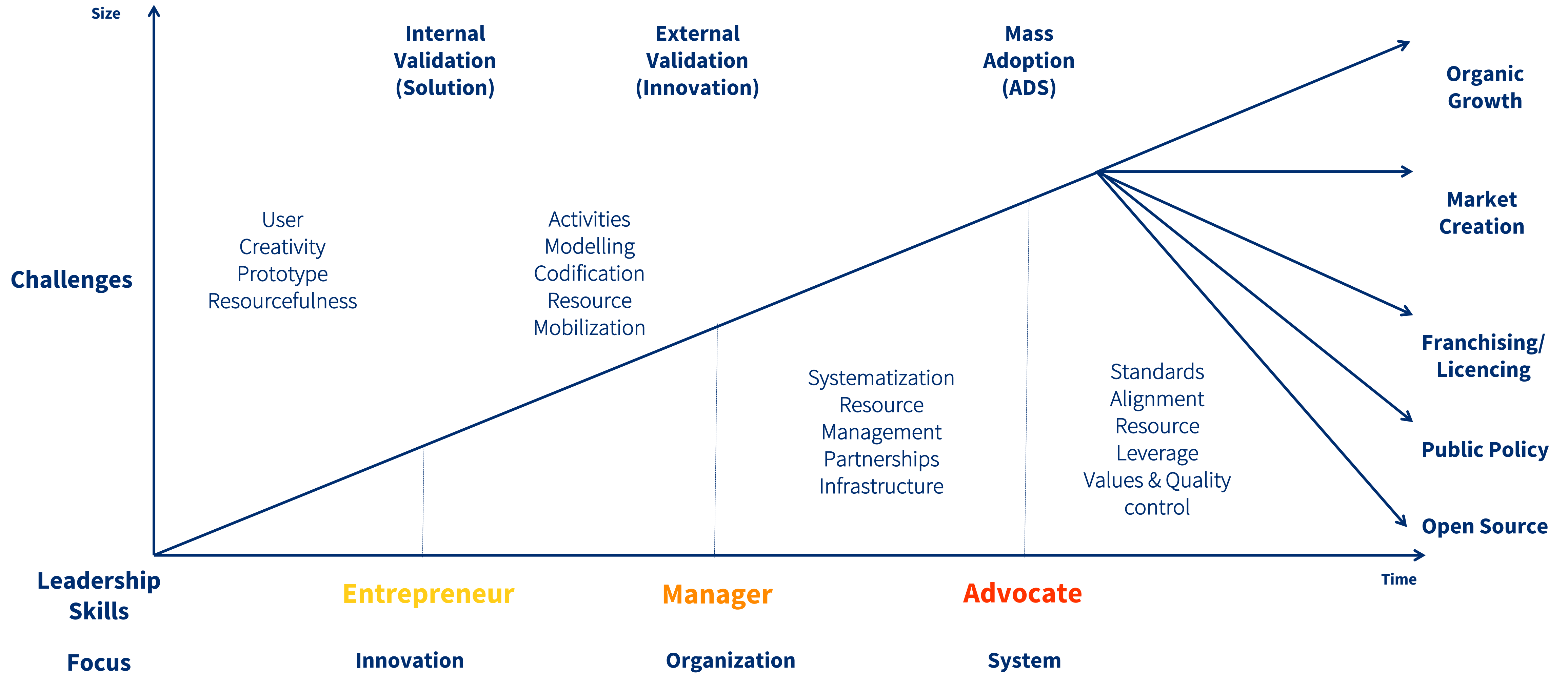
lack of talent retention



Rigidity in Adaptation to the Environment



Self-Centered Performance



2 /NONPROFIT INNOVATION

Lense #1

Questioning the organizational orthodoxies.

**I will never hear
someone say that my
organization is...**

**Which orthodoxies are
represented**


**And if these orthodoxies
become opportunities?**

Solutions

Lense #2

Empathize with the target.

WHAT DOES HE/SHE THINKS AND FEELS	WHAT DOES HE/SHE SEES	WHAT ARE HIS/HER PAINS AND NEEDS?
WHAT DOES HE/SHE LISTENS TO	WHAT DOES HE/SHE SAYS AND DOES	WHAT ARE HIS/HER GAINS?



Lense #3

Based on the organizational assets and resources.

Assets

Processes

Skills

Technology

Lense #4

Don't forget the industry trends!



From



To

INTRAPRENEURS & Skills

Mission alignment

**Value
creation**

Trends

*Organizational
resources and assets*

Innovative economic models

- *Beneficiaries are your clients;*
- *Beneficiaries are not your clients and you have a third party involved;*
- *Selling Impact;*
- *Hybrid Models*

Social Business Matrix:





3 /LEADERSHIP & CHANGE



Roots of Positive Organizations

**Managing positively
requires effort, knowledge,
work and competence.**

**Organizational positivity
is based on everyday
human interaction.**

**Cooperation, trust and
optimism are source of
competitive advantage**

Building Psychological Capital

Self-Confidence	Goals and feedback.
Hope	Empowerment.
Optimism	Accept failure and build upon successes
Resilience	Work-life balanced conditions

Culture Test

Organization	Formal, informal, results or people oriented
Leadership	Mentor, Coordinator, Innovator, Expert
“Cement”	Loyalty and tradition, Formal rules, Commitment with innovation, Tasks
Values	People, Stability, Growth e Results

Right people in our team

Competence

**Alignment between
personal purpose and
organizational purpose**

Culture alignment

01 Performance

02 Learning Journey

03 Culture Fit

THANK YOU!

