



1st ACM Chapter Networking Seminar on Globalization & Innovative Thinking, November 26th (Sunday), 2017

Developing a Mindset for Innovation & Entrepreneurship

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Innovation & Entrepreneurship

- Why is business changing?
- Several decades ago, efficient, and manageable companies have become large unmanageable organizations.
- Industries are evolving and transforming very fast
 - It took radio 38 years to reach about 50 million listeners.
 - It took the Internet only 5 years to reach more than 40 million users.



Creativity is the Fuel of Innovation

- Innovation does not only involve technology.
- It can represent a unique **strategies** like Amazon.com, **pricing strategies**, **Convenience** like SevenEleven and Lawson, or **manufacturing** like Sony or Hitachi.



Creativity: What is it?

- It can be anything.... In most cases we associate it with **artistic endeavour** – writing, painting, making music.
- We can also be creative in **programming, computer design, etc.**



Why is Creativity Important?

- All business sectors seek **innovation**
 - Consumer products; Media; Fashion; Travel, etc.
- Even conventional sectors needs novelty, e.g. medicine seeks new formulations of existing drugs.
- A continual drive for innovation suggests that **creative thinking** is the key!



Why is Creativity Important?

“There is no doubt that creativity is the most important human resource of all. Without creativity there would be no progress, and we would be forever repeating the same patterns”

(Edward de Bono).



Who is Creative?

- Are creative people **born** or **made**?
- We know from the literature that creativity can be **innate**, but can also be **learned**.



Creativity Leads to Innovation

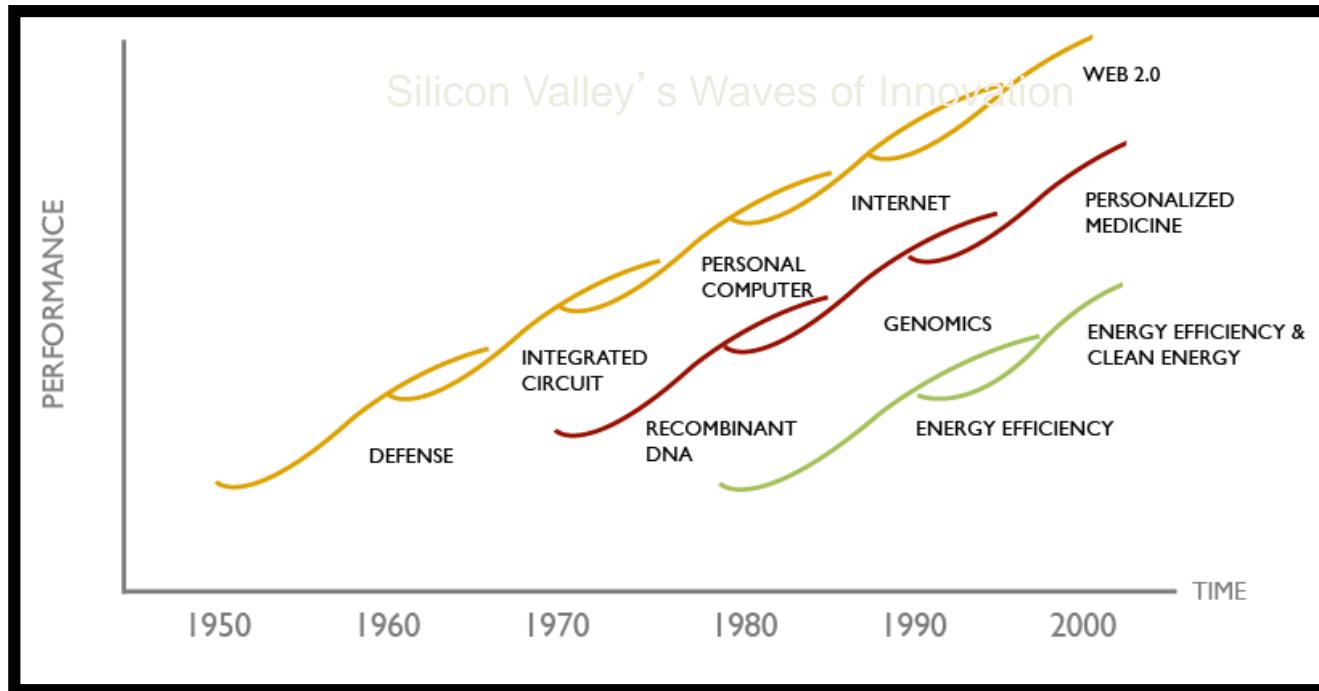
- Glass (3500 BC)
- Modern Public Library (1850-1945 depending on country)
- Electronic calculator (1961)
- Mobile phones (1973)
- World Wide Web / Internet (1989)
- Email (1993)

Silicon Valley

Our most important characteristic:

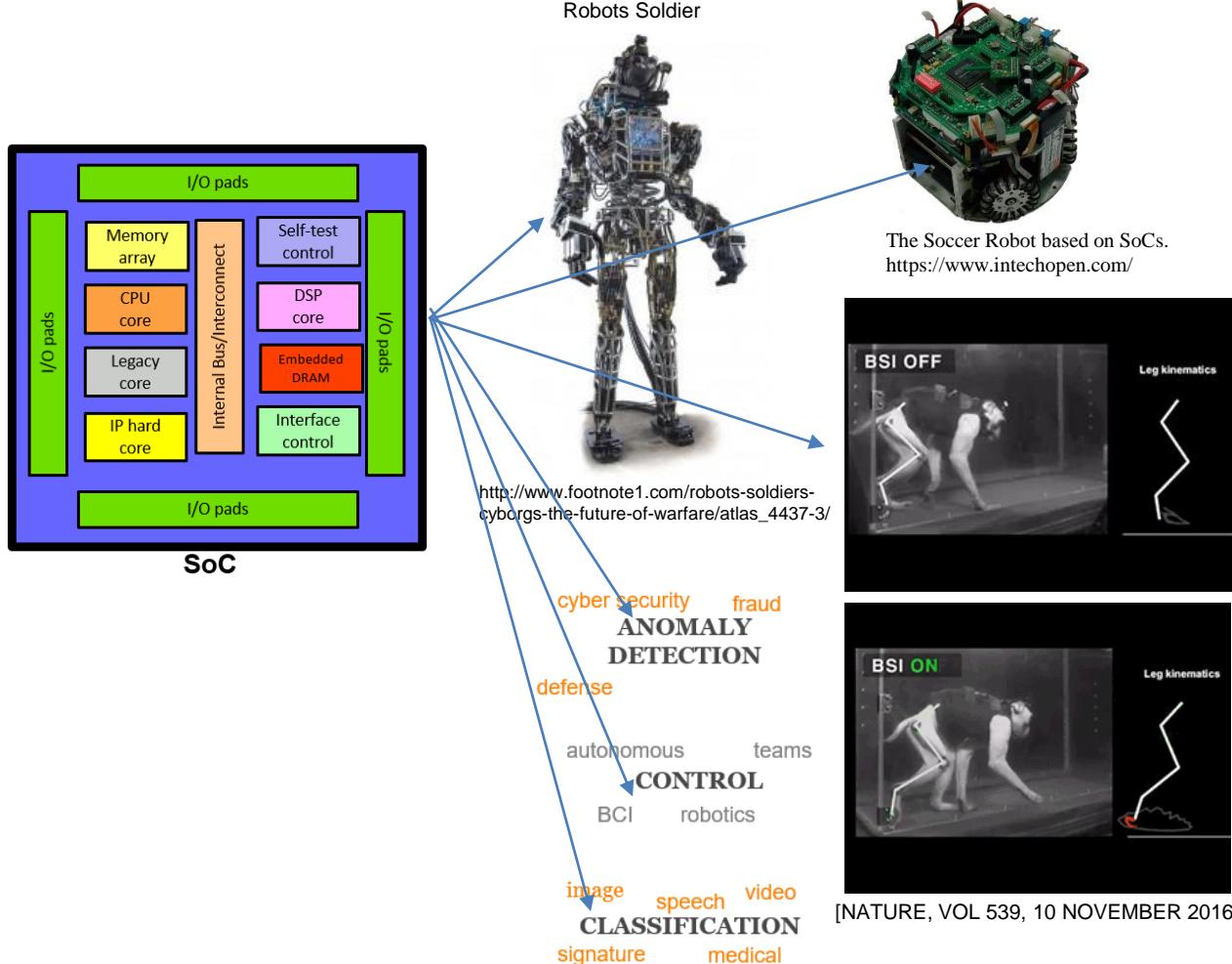
We keep re-inventing ourselves

Russell Hancock, Joint Venture Silicon Valley, Silicon Valley Institute for Regional Studies, 3 August 2015



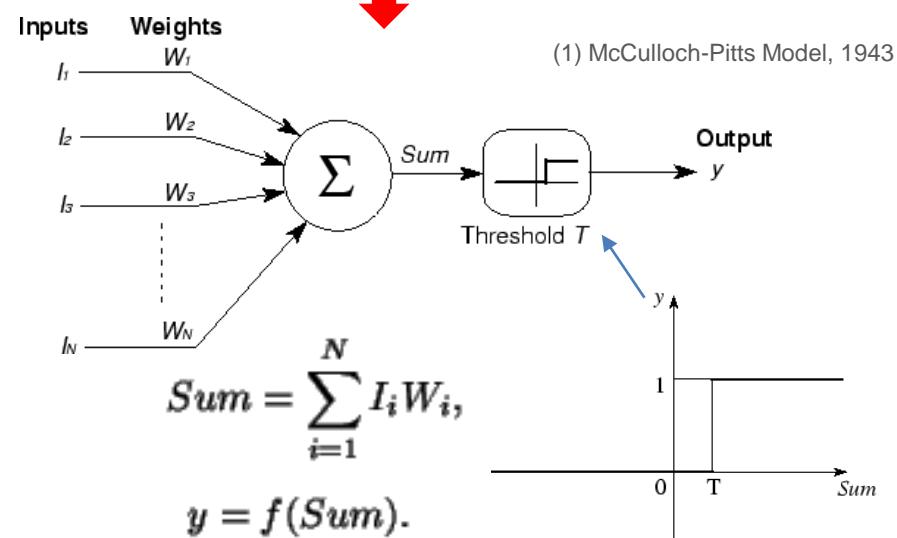
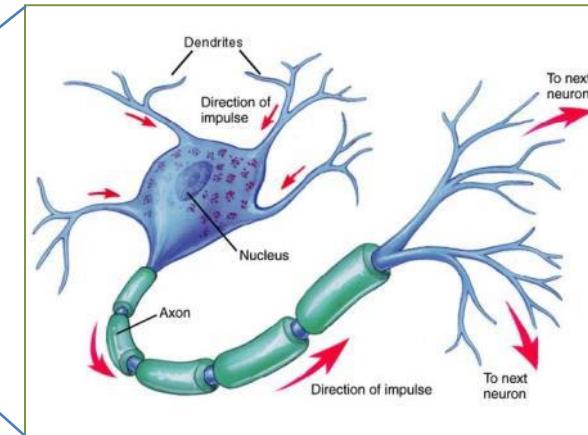
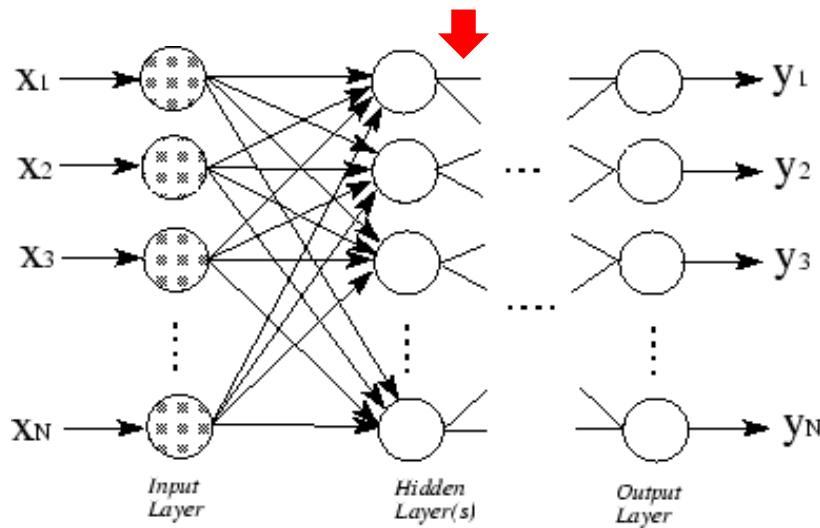


New Meaning, New Concept (1)



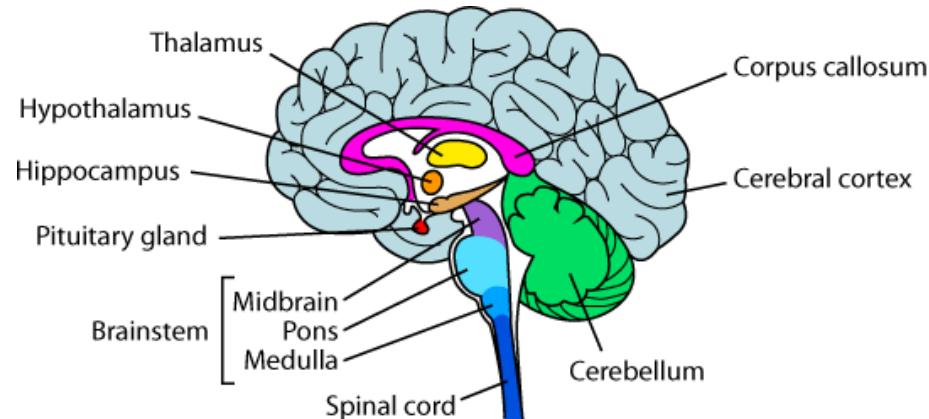


New Meaning, New Concept (2)



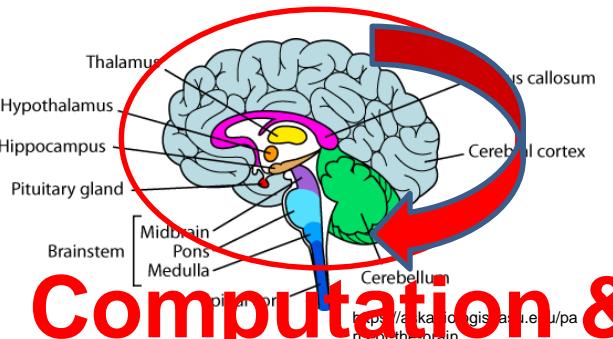
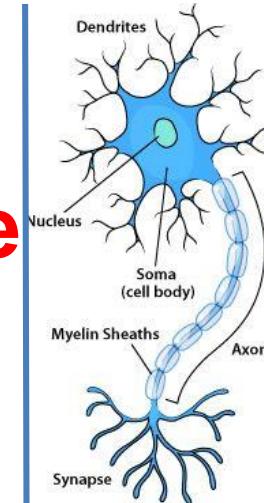
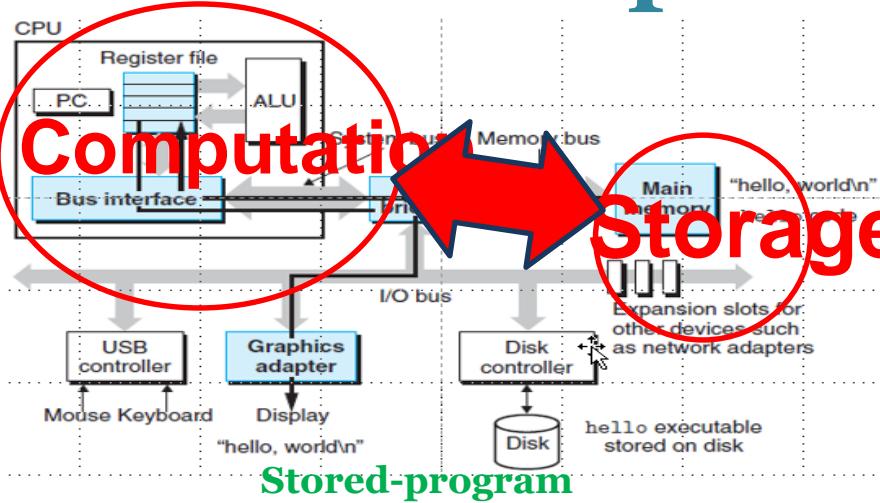
New Meaning, New Concept (2)

- **Computer**
 - Calculation
 - Precision
 - Logic
- **Brain**
 - Pattern Recognition
 - Noise Tolerance
 - Complexity



New Meaning, New Concept (2)

Computer Vs. Brain



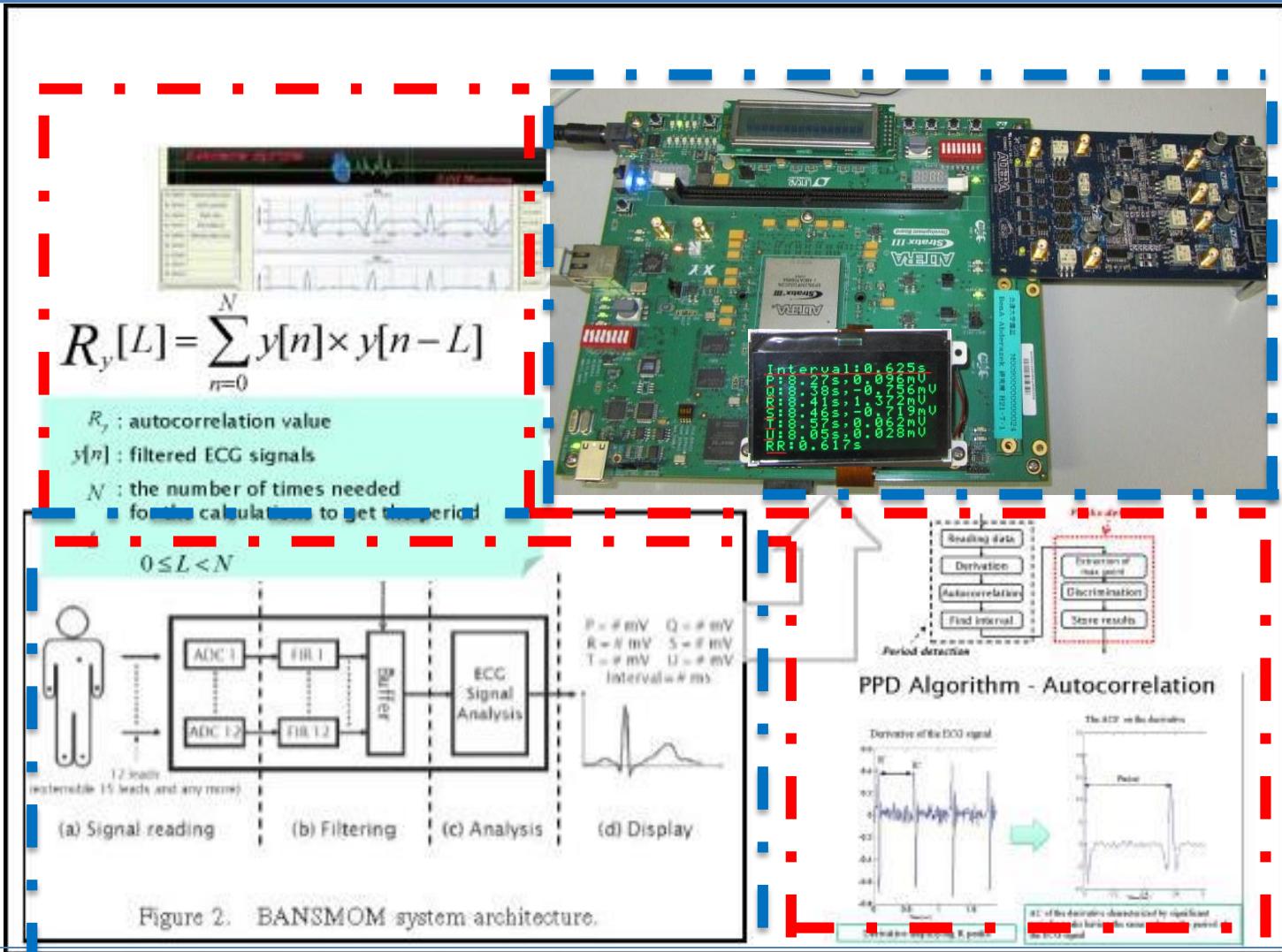
Neuro-inspired

- High Power
- Storage and computation are separated
- Poor at recognition

- Low Power
- Storage and computation are not separated
- Good at recognition

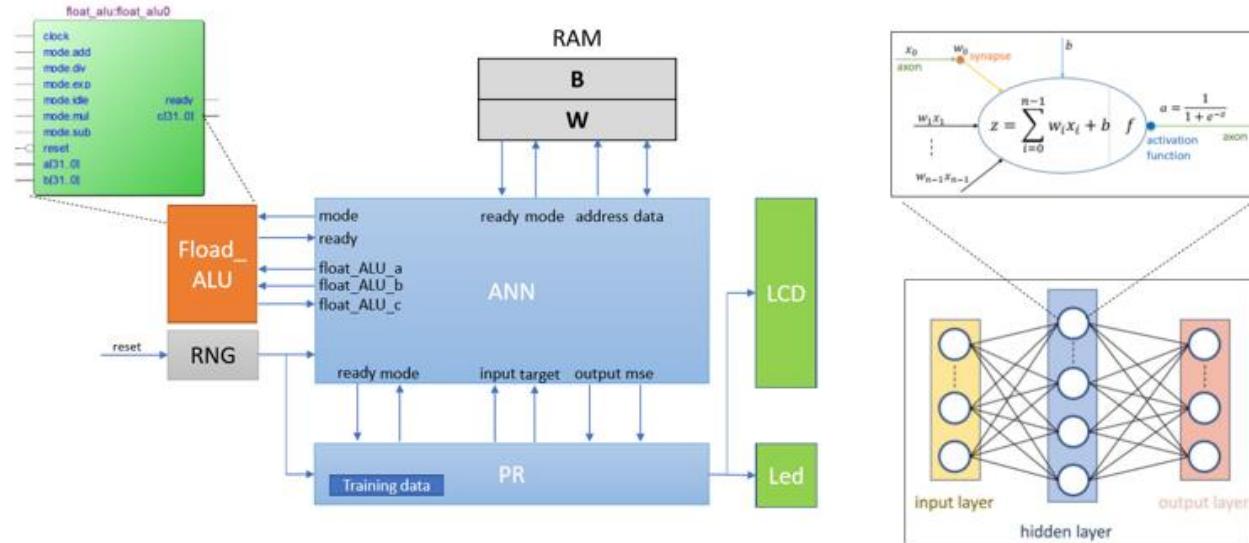


New Meaning, New Concept (3)



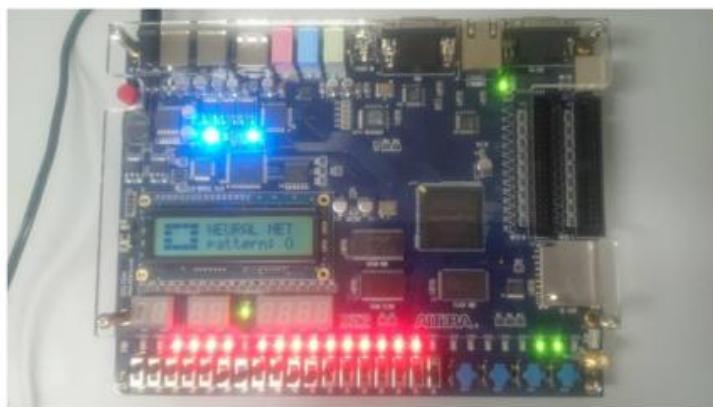


New Meaning, New Concept (4)



1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16

'O' letter



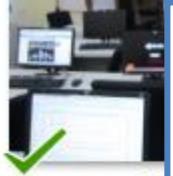


Mastering the Globalization of Business

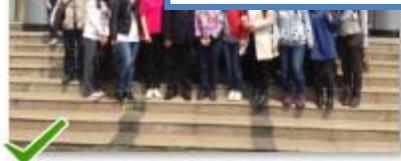




Mastering the Globalization



- 1) A creative thinker.
- 2) A problem solver.
- 3) Able to collaborate.
- 4) Able to communicate effectively.



2015_HUST.jpg



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lecture_given_to_Medical_Doctor_Aizu_Hospital

Thank you for your
Attention.