Innovation in Collaborative Ecosystems

Presentation for Inspire2Live, Amsterdam, NDSM, 8 February 2018
Anneemieke Roobeek active in 3 roles
Time is now for business leadership to embrace long term visions that stimulate innovation, inclusion and systems change.

@Prof. dr. Annemieke Roobeek, MeetingMoreMinds
Systems change is about management of complexities and handling resistance.

Inspire2Live, Amsterdam, 8 Feb 2018
@Prof. dr. Annemieke Roobeek, MeetingMoreMinds

5
Disruptive Developments
<table>
<thead>
<tr>
<th>Source: Manpower Group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Self insight and adaptability</strong></td>
</tr>
<tr>
<td>Hire for passion</td>
</tr>
<tr>
<td>Need for learning agility, cognitive agility, organizational agility to</td>
</tr>
<tr>
<td>Individual choice and mass customization of careers</td>
</tr>
<tr>
<td>Work for an organization</td>
</tr>
<tr>
<td>The core message:</td>
</tr>
<tr>
<td>Langage of „high potential“ is exclusive, damage, scaling out</td>
</tr>
<tr>
<td>Career focus or organization focus</td>
</tr>
<tr>
<td>Competitive advantage</td>
</tr>
<tr>
<td>Need to identify potential from within and unleash potential to drive</td>
</tr>
<tr>
<td>Talent mismatch and talent</td>
</tr>
<tr>
<td>Emotional agility/adaptable/culture</td>
</tr>
<tr>
<td>Hybrid working; remote management; integrated cultures</td>
</tr>
<tr>
<td>Access to talent is the key driver for success</td>
</tr>
</tbody>
</table>

**Implications for leadership**

**Epic Shifts in the Human Age**
Getting the Big Picture,
and organizing for the long term perspective
DOUGHNUT ECONOMICS

Seven Ways to Think Like a 21st-Century Economist

Kate Raworth

"This book is the result of a profound reconsideration of the foundations of economics. It is brilliant, challenging, and revolutionary." — John Maynard Keynes, Economist, Economist
Fact: most organisations are silos with limited scope
Needed: collaborative networking to speed up innovation and change
Systems change requires new organisational principles based on networking, ecosystems and cross-sectoral collaboration.
Steering on the connections
Collaborating is in

EG0’s are out
From going alone to collaboration

Inspire2Live, Amsterdam, 8 Feb 2018

@Prof. dr. Annemieke Roobeek, MeetingMoreMinds
Collaborative Advantage
The Next Step: Innovating in Ecosystems
From linear to collaborative networking in ecosystems
Collaborative advantage of Ecosystems
Big Challenges require Collaboration

Inspire2Live, Amsterdam, 8 Feb 2018

@Prof.dr. Annemieke Roobeek, MeetingMoreMinds
Components of Ecosystems

Connecting the stakeholders

- UPs
- SMART CAPITAL
- FAST GROWERS
- UNIVERSITIES
- VC
- ADVISORY
- GLOBAL LEADERS
- SMEs
- GOVERNMENT
- CITY
- SMART CAPITAL
- UPS
- START
We design ecosystems.

We design networks.

That dare to ask the big questions.

Organised in interdisciplinary labs around exciting themes.

Anchored in business.

Resulting in new innovation-driven enterprises, ideas, research, and questions.

Resulting in new businesses, collaborative advantage, new business models, and research findings.

Connecting, accelerating, facilitating, empowering.
Creating cross-over solutions

In eco-systems that matter

Analytics

- Manufacturing Bio-Based Circular Eco-
- Composites Cross-fertilization

INFRA

ENERGY

Diagnosis Platforms

Membranes WASTE

Waterworks New Production

Big Data

Demand-driven Eco-systems

BIOMATERIALS BIO-FUELS

Circular Analytics
Realizing break-through innovations

In a (previously) disconnected landscape

(established)

(current)

Global Leaders

Fast Growing Companies

High Tech & Creative Startups

Innovations darlings
We design networks ...

... ask the big questions ... that dare to

... exciting interdisciplinary labs around

Organised in your business ...

ANCHORED IN YOUR BUSINESS

RESULTING IN NEW INNOVATION-DRIVEN ENTERPRISES, IDEAS, RESEARCH, AND CONCRETE ACTIONS.

WE START HERE!

@Prof. dr. Annemieke Roobeek, MeetingMoreMinds

Inspire2Live, Amsterdam, 8 Feb 2018

---

<table>
<thead>
<tr>
<th>Company Pool</th>
<th>University Pool</th>
<th>Capital Pool</th>
<th>Government Pool</th>
<th>Advisory Pool</th>
</tr>
</thead>
<tbody>
<tr>
<td>We design ecosystems of...</td>
<td>XL: CONNECTS / ACCELERATES / FACILITATES / EMPOWERS</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Theme</th>
<th>Healthy Society</th>
<th>Nutrition, Food</th>
<th>Ergonomics, Sports, Fitness</th>
<th>Medical Infrastructures, Life Sciences, Data Analytics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home care technology, apps, medical devices</td>
<td>Healthy lifestyle</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Action Research &amp; Business Modelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint systems change, innovation think-break-idee with companies</td>
</tr>
</tbody>
</table>
Cross-over solutions in ecosystems

Technology

Sports & Fitness

VITALITY

Nutrition

Food

Health

Platforms, Media

Apps, Gadgets

Psychological fit

New Products

Medical devices

Life sciences

Data driven

Personalized Food
A COLLECTIVE, ECOSYSTEM-BASED VISION ON

HEALTHY LIVING

1. Design networks initiatives
2. Map existing initiatives
3. Cluster into strategically defined ecosystem projects
4. Lay foundation for healthy living

Companies
Universities
Advisories
NGOs

SMART HOMES
SMART CARE
SMART FOOD

2030
Needed: Webbers who thrive the ecosystem

Connect stakeholders

Create new business
dentify challenges
develop solutions
Webbers: the ultimate connectors of the why, what and how in a networking way.
Visual impression of networking in and around core projects

Homebases

‘Professionals in shape’ Management facilitates knowledge development, skills and external relations for professionals in core projects

City & Region

Government

Politics

Board of UMC

Kernprojecten

Webbers
Visual impression of internal and external collaborations in networks.
Visual impression of internal and external collaboration in an ecosystem with core projects.
Contact information

• Prof. Dr. Annemieke Roobeek
• Chair for Strategy & Transformation Management
• Nyenrode Business Universiteit, The Netherlands
• M: +31 654746150
• T: +31-20 - 504.0002
• Panamalaan 8E
• 1019 AZ AMSTERDAM
• www.meetingmoreminds.com
• annemieke.roobeek@meetingmoreminds.com
• MeetingMoreMinds
• www.nyenrode.nl
• a.roobeek@nyenrode.nl

Inspire2Live, Amsterdam, 8 Feb 2018
@Prof. dr. Annemieke Roobeek, MeetingMoreMinds