


# Ambidextrie: Innovationsbremsen lösen

Open Mind Academy  
Charles Flükiger  
23. Januar 2019 | Kloster Rheinau





## How I reinvented the experience of going to the hairstylist

Now I enjoy it



Customer free  
zone in hotels  
from  
11 am to 3pm  
An industry miracle



## MEET

### **Charles Flükiger** **Inn:spire GmbH** **CEO & Founder**

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## About

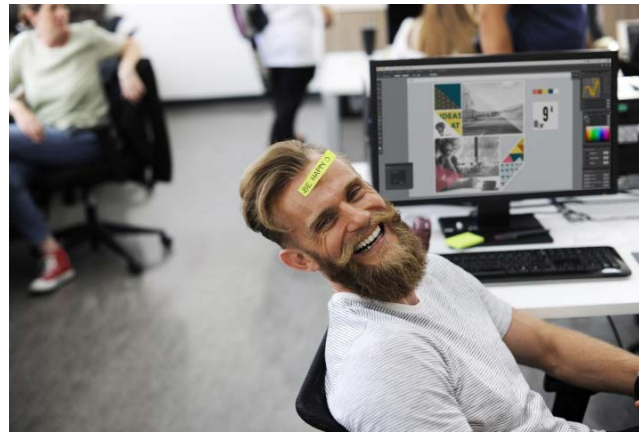
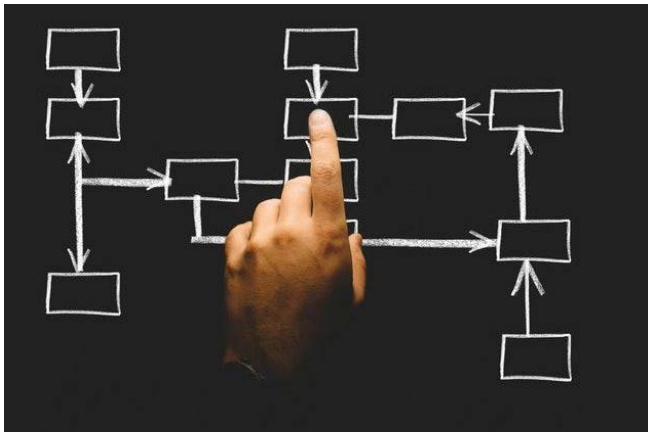
Charles Flükiger is a self-made man who knows what it takes to transform a motionless organization into one that embraces open-innovation. He believes that innovation is the only way to solve the biggest challenges of our generation and that no company can drive radical innovation on its own. Having built up several businesses over the past decades, he has proven that he is a natural leader. Along the way, he and his team have created lasting partnerships based on trust, transparency, and the drive to innovate.

### Highlights

- Lives innovation since 30 years
- Built 5 successful businesses
- Lectures at University of St. Gallen and ZfU Zentrum für Unternehmensführung

### Awards

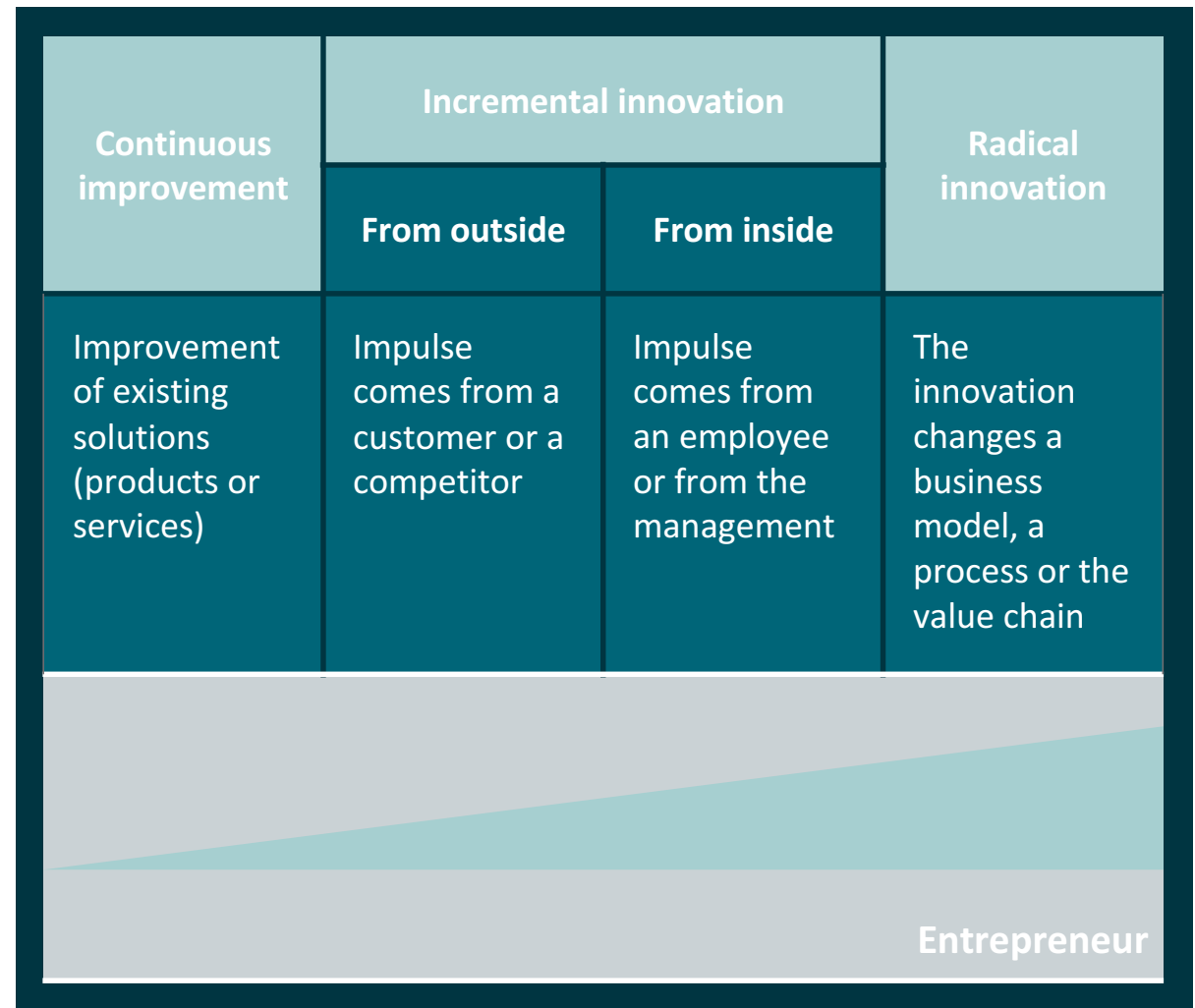
- Swiss Innovation Award
- Swiss Marketing Award
- Swiss Cleantech Award
- Global Sustainability Award
- European Digital Press Award

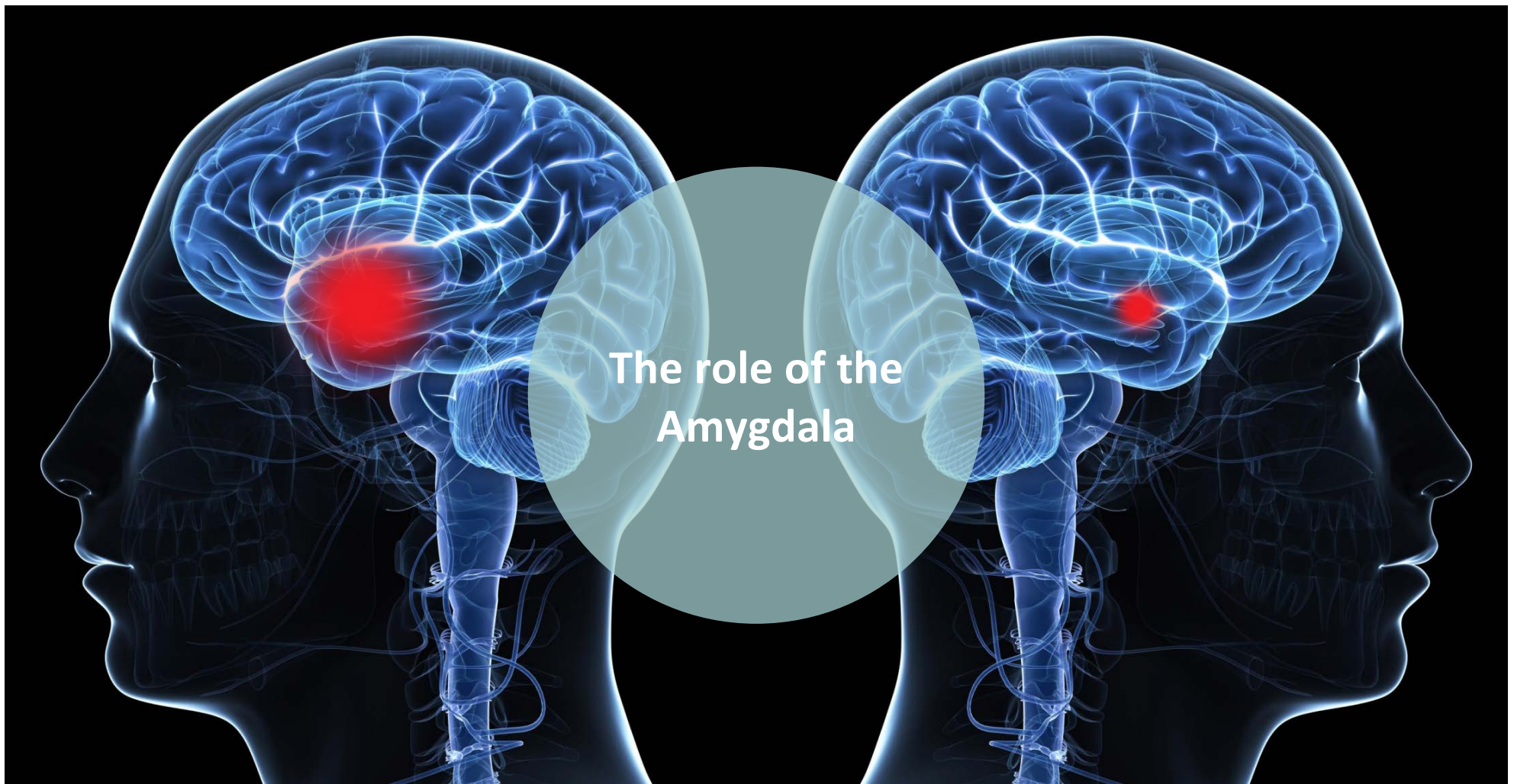


Process	Culture	Luck
The process will produce innovations	The human will produce innovations	Innovation is just a matter of luck
Selection of the best ideas during milestone meetings	With a creative environment, the employee will bring innovative ideas	Being at the right time at the right place will bring innovative ideas
Pharma industry	Google, Netflix, ...	Penicillin, Post It, Crisps, ...

# 4 levels of innovation

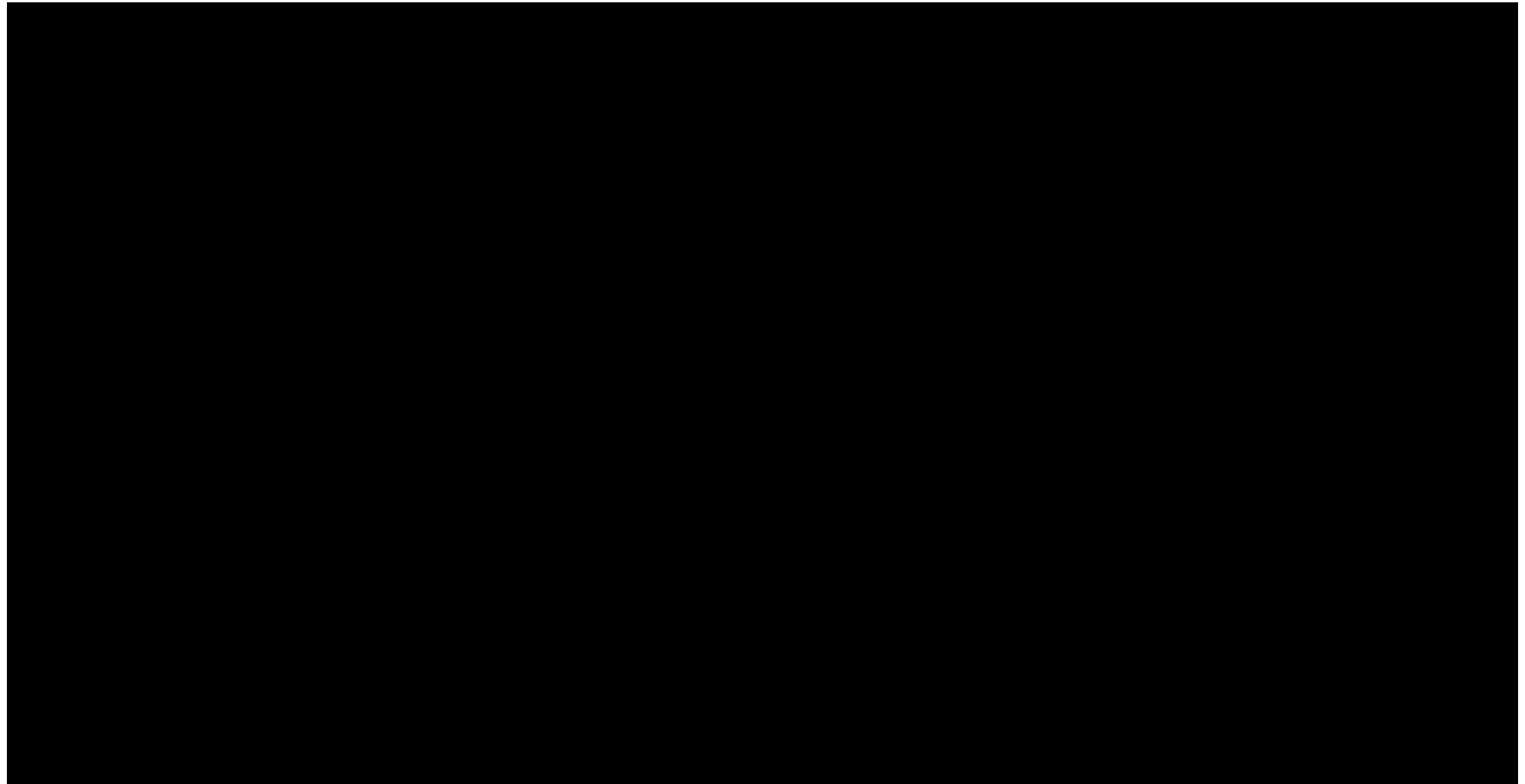
Build your company DNA accordingly





# Find the first follower





## Question

How do you get the  
first follower?




## Ellsberg Paradoxon

Daniel Ellsberg  
Georgetown University,  
2014

## Quote

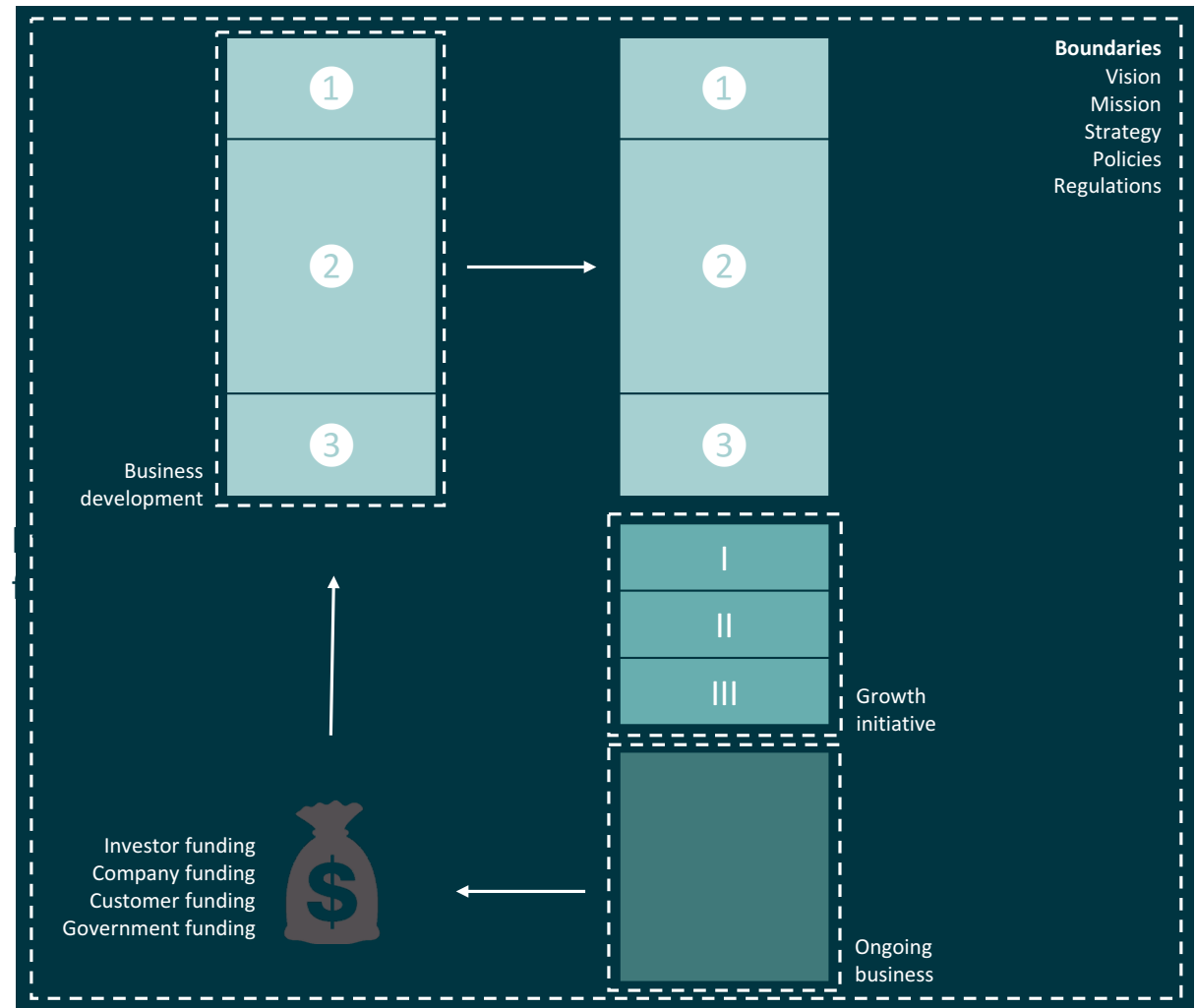
“People ‘prefer the devil they know’ rather than assuming a risk where odds are difficult or impossible to calculate”



Known vs.  
unknown  
probability

# Ambidexterity

Explore the new  
while exploiting  
the now



# Ambidexterity

Explore the new  
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the now

## Culture

Drive a DNA-Shift to foster innovation and to optimize the mature business

## KPI's

Use the right metrics to ensure the effectiveness

## Tools


Implement the plug-in tools to accelerate

## Concept

The Growth Engine is a unique concept to strengthen the innovation power and to improve the existing business within an organization

## Quote

“People ‘prefer the devil they know’ rather than assuming a risk where odds are difficult or impossible to calculate”

A photograph of two arched doorways in a stone wall. The left doorway has a yellow door, and the right doorway has a blue door. Both doors are set within white arched frames with decorative glass. A semi-transparent teal circle is overlaid on the right side of the image, containing the text 'Known vs. unknown probability'.

Known vs.  
unknown  
probability

# Effectuation

Prof. Dr. Saras Sarasvathy: cognitive science researcher who studied expert entrepreneurs in USA, Denmark, India, Croatia and South Africa

## Bird in hand

Start with the means you have

## Patchwork quilt

Coalition of the willing

## Affordable loss

Bet what you can afford to lose

## Lemonade

Leverage contingencies and surprises

## Cyclical process

“Pilot in the plane”- principle

**Thank you for  
your attention**

