



moveIT Keynote

6 JUNE | Jef Staes



Breaking the 'Power Defect'

The Color of Innovation will be Red



Jef Staes
Red Monkey Company

Awakening

It's a story about Switch^{3D}
and Creative Destruction.
“The Destruction of
2D-Things and the Creation
of 3D-Things”



Disclaimer

Any resemblance with
real persons is unintentional

I'm not responsible
for any mental discomfort during
or after the session

Let's Start ... and go fast ...





What is happening?

8 Dramatic Stories about
Disruption ...



1

Switch^{3D}

The battle of the Smarts



Information

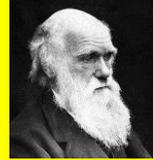
3D-Smarts

Passion & Talent
Based

Switch^{3D}

2D-Smarts

Discipline & Intelligence
Based

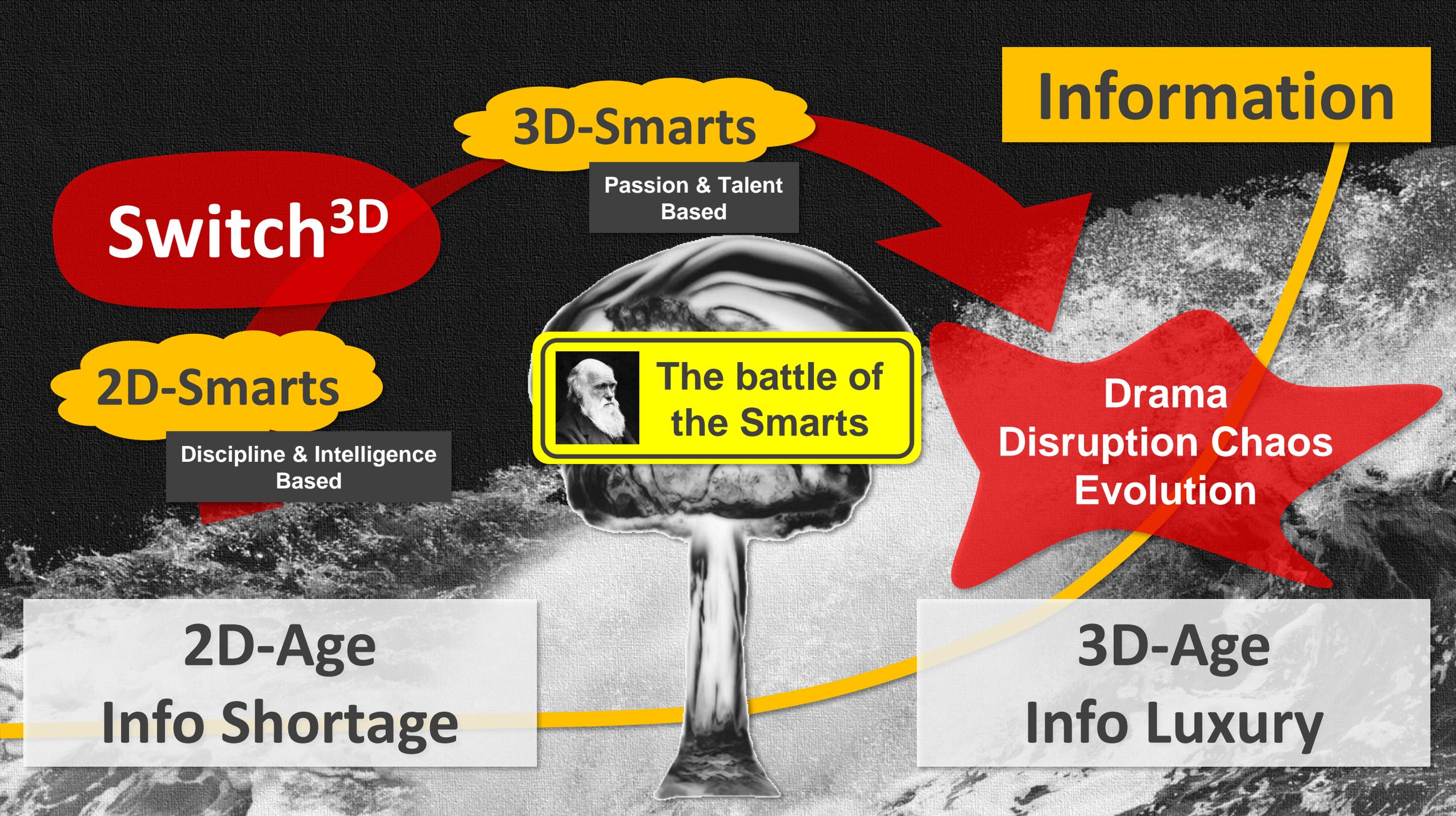


**The battle of
the Smarts**

**Drama
Disruption Chaos
Evolution**

**2D-Age
Info Shortage**

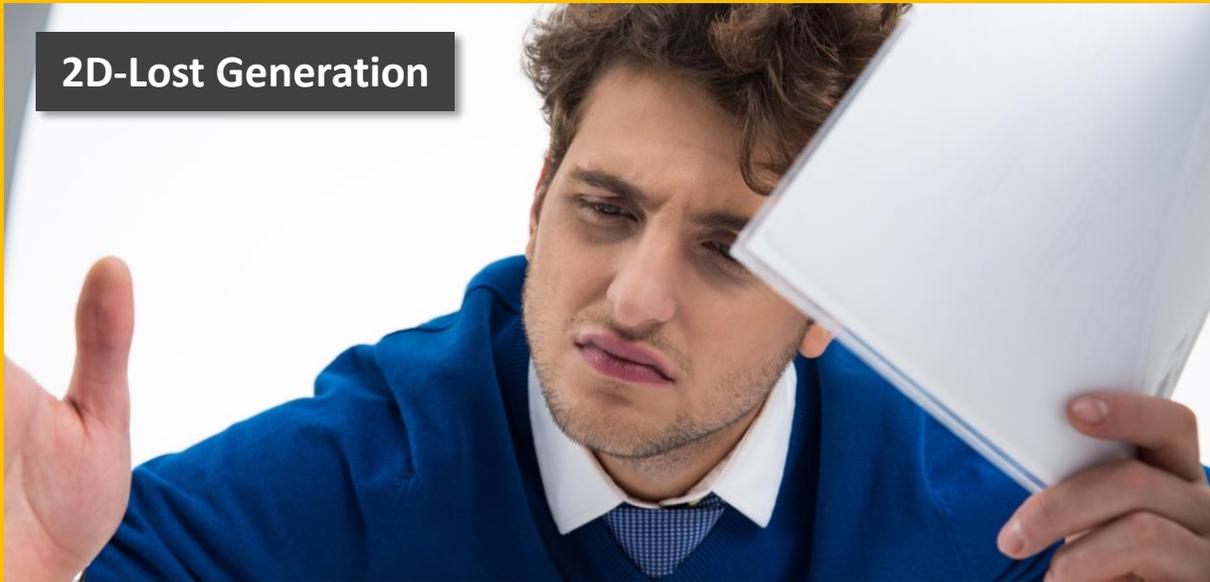
**3D-Age
Info Luxury**



In 2D-Organizations you don't get a function description based on passion for your talents but on your intelligence & discipline to work without passion & talent.

In 2D-Schools you don't get a diploma based on passion for your talents but on your intelligence & discipline to study stuff without passion & talent.

2D-Lost Generation



2D-Lost Generation



We have to face the 2D-Legacy



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Result?



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**“If you put fences around people,
you get sheep ...**

William McKnight (former CEO of 3M)

**... with a Diploma
and a Function Description.”**

Jef Staes (former sheep)



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2D-School Space

2D-Work Space



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2D-Sheep Management





2D-Human Resources Management

2D-Student Management



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RESULT

80%

Not Engaged

**“Not Passionate
about Evolution”**

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RESULT

**We need much more
3D-Passion for our Talents!**

We need 3D-Smarts

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2

Global 3D-Smart Wave



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Real learning only happens when you are in the groove with your talents.

Jef Staes

3D-Smarting

TALENTS DIVERSITY-VALUE

PASSION EVOLUTION-SUFFERING

INFORMATION 3D-SMARTING

ACTION RESULT-DOPAMINE

3D-Smarts?

COMPETENCE PLAYLIST



Some
'3D-Smarting' thoughts ...



'3D-Casting Tip'

3D-Smarting

Real learning only happens when you are in the groove with your talents.
Jef Staes

TALENTS	DIVERSITY-VALUE
PASSION	EVOLUTION-SUFFERING
INFORMATION	LEARNING
ACTION	RESULT-DOPAMINE

3D-Smarts **COMPETENCE PLAYLIST**

Gamification • Social Validation • 3D-Guilds • Generic



The information you gather @Home, reveals your passions

3D-Smarting

Real learning only happens when you are in the groove with your talents.

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3D-Smarts

TALENTS DIVERSITY-VALUE

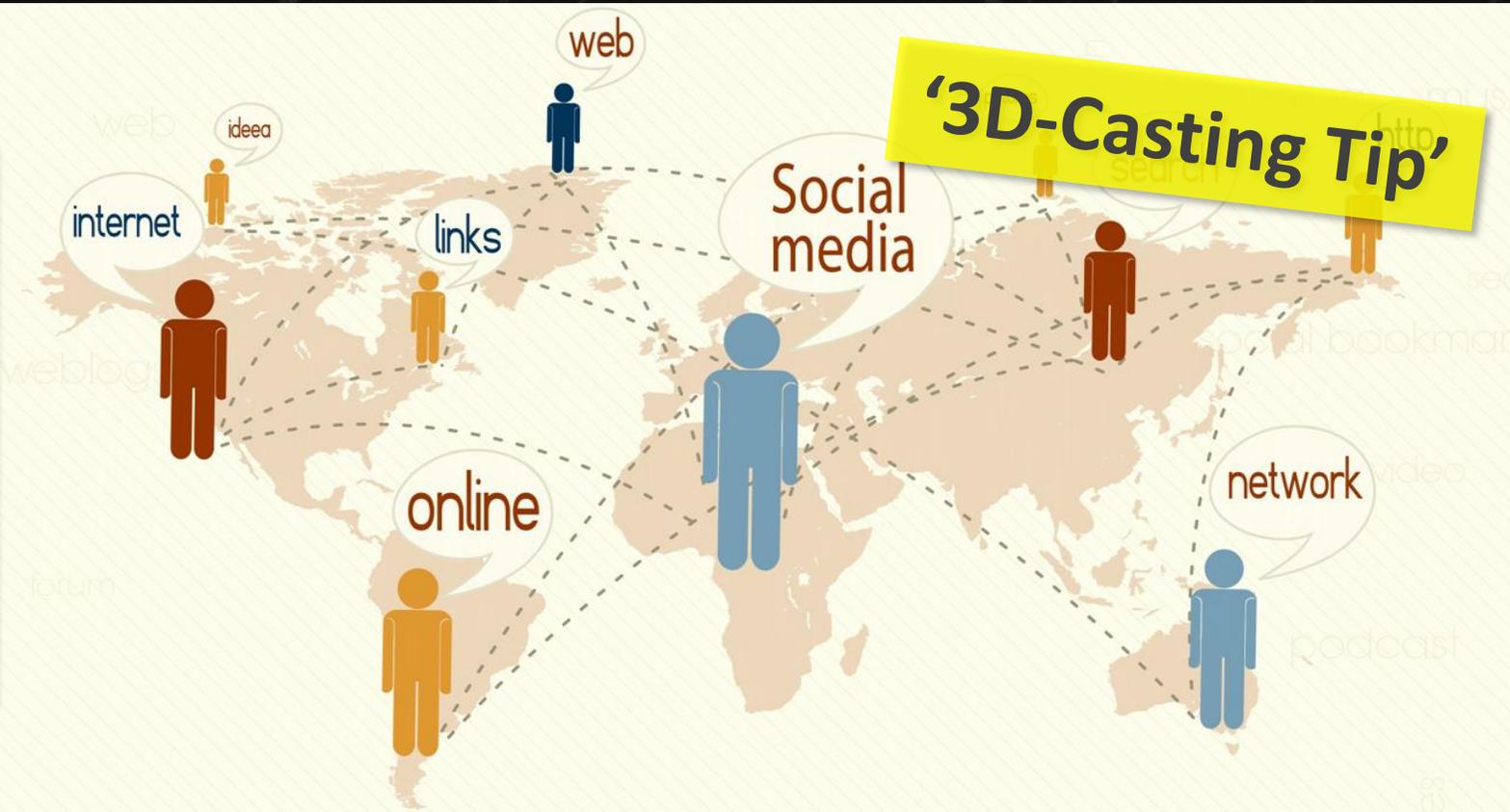
PASSION EVOLUTION-SUFFERING

INFORMATION LEARNING

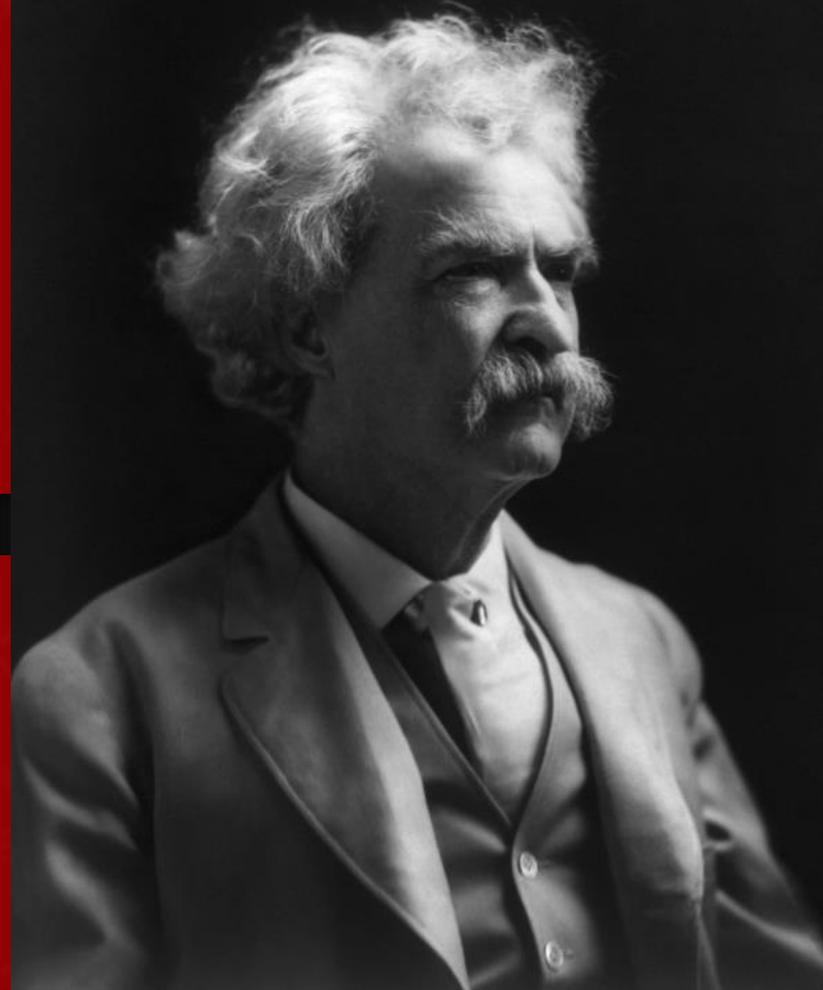
ACTION RESULT-DOPAMINE

COMPETENCE PLAYLIST

Gamification • Social Validation • 3D-Guilds • Generic



Your Learning Competences, reveal your passion



The two most important days in
your life are the day you are born
and the day you find out why ...

Mark Twain

... because you became
addicted to your talents.

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What's the biggest impact
of 3D-Smarting on 'Learning'?



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3

3D-Smarts are 'Bright'



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Brain Construction

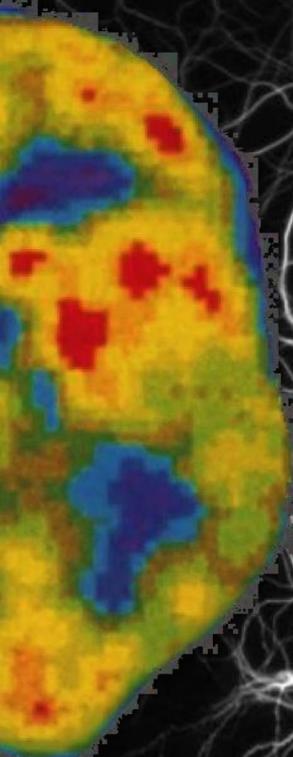
Real Learning is a physical process

Info Store

Passion Based Take Away Info

INFORMATION FLOW – 'GATA'

Passion Based Give Away Info



+/- 86.000.000.000
Neurons



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And then I got an idea ...



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Jef's law

Learning Power
= Learning Tension x Info Flow
Learning Competences

3D-Smarts are Bright
“The Electricity of Learning”



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My conclusion ...



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2D-Training & Education
is the biggest
scam in the world!



What's the biggest impact
of 'Bright'?



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4

Global 3D-Innovation Wave

Powered by 3D-Smarts



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Fusion • Crowd Learning

Crowd Sourcing - Funding

Bright



Creative

Entrepreneurship

3D-Information

3D-SMARTS
Passion in Evolution

Disruptive

3D-Innovation

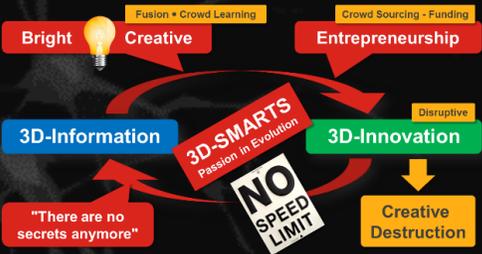
"There are no secrets anymore"

**NO
SPEED
LIMIT**

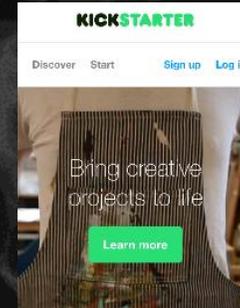
Creative
Destruction



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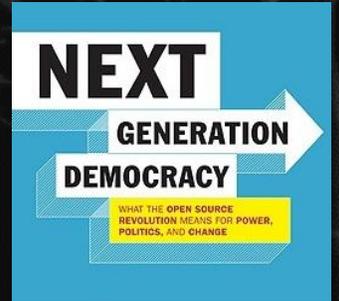


Examples?



Start an event and broadcast live — free!

SIGN UP VIEW PLANS





2D-Organizations & 2D-Regions in Trouble



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2D-Smarts in Trouble



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An aerial photograph of a massive, powerful wave crashing over a reef. The water is a deep, dark blue, and the white foam of the wave is thick and turbulent. The reef structure is visible beneath the water's surface, creating a complex pattern of ridges and valleys. The sky is a clear, pale blue. The overall scene conveys a sense of immense natural power and scale.

Global SOS



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We have to undo the “Unintended Consequence”



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CEO

So? What are you waiting for?



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5

Organizations in Search of a New Balance



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Information

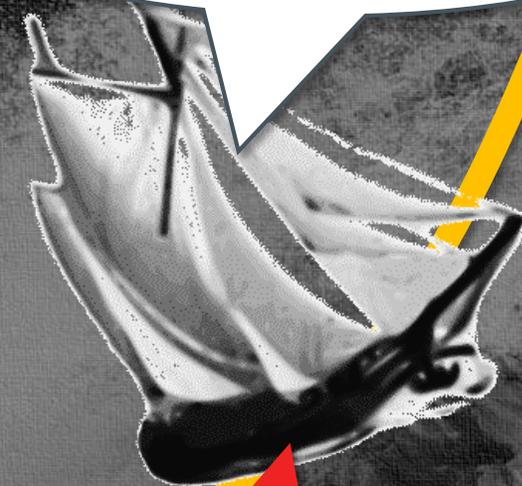
Switch^{3D}
Threat or opportunity?

3D-Organizations
3D-Balance

**In search of
a New Balance**

2D-Organizations
2D-Balance

**Boost your
'Engine of Innovation'**





**“Our biggest challenge
is not disruptive innovation, it is
the resulting disruption in
employment”**

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What's the most powerful
Disruptive-Innovation-Killer?



6

The 'Power Defect'



The 'Power Defect' in 2 Steps

1/2 ... the real meaning
of the word 'Competence'



The • *Capability* • to do a particular task successfully ...

Power to Learn

Power to Act

com'pe·tent (-tənt) *adj.*

1, capable; adequate.

2, authorized.

... and the • *Authority* • to do a particular task successfully.



The 'Power Defect' in 2 Steps

2/2 ... the Power Defect



YES
Capable
NO

Burnout • Braindrain
Very Capable
Not Authorized
Incompetent

Flatliner
Not Capable
Not Authorized
Incompetent

3D-Smarting
Very Capable
Very Authorized
Competent

COmpany MAfunction
Not Capable
Very Authorized
Incompetent

Real
Competence
Development
Talents • Passion • Info ★ Action

Unsustainable
The Power
Defect
Experts • Managers • Executives

NO Authorized YES

The Executive Challenge ...



Power Defect

How?



MY ORGANISATION IS A JUNGLE

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7

We have to reinvent Innovation Management

lannoo**campus**



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From Continuous Improvement to Disruptive Innovation



YES

Disruptive

NO

3D-CONFLICTS

3D-Smarts

**Conflicts by
3D-Disruptive
Creativity**

**3D-Disruptive
Innovation**



2D-CONSENSUS

**2D-Continuous
Improvement**



**Conflicts by
3D-Disruptive
Entrepreneurship**

2D-Smarts

NO

Risk

YES



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Learning from the Jungle



Where is the source of the bio-diversity in a jungle?



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... at the edge! Open Innovation!

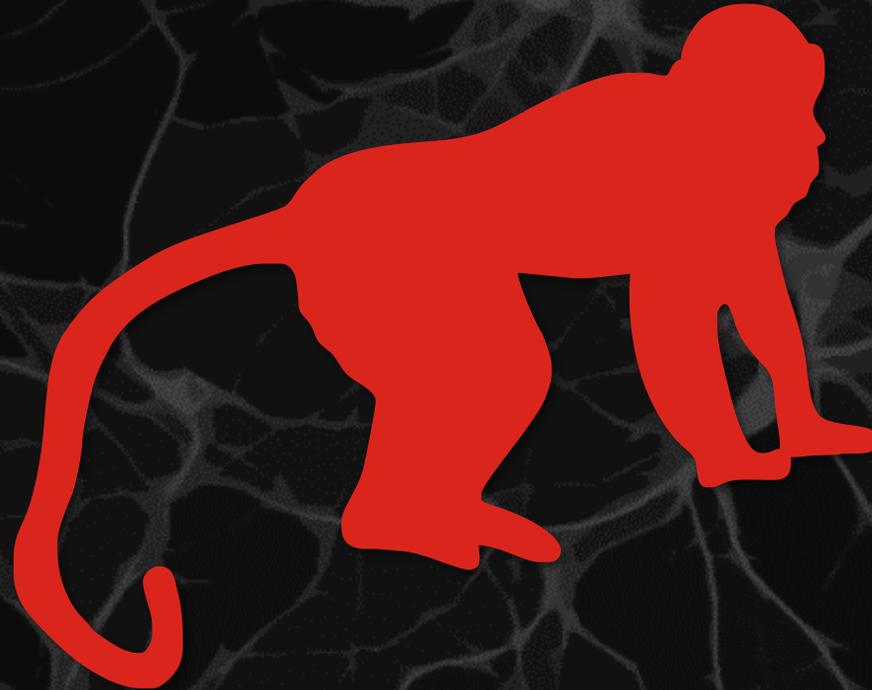


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Open Innovation starts with Fusion Creativity ...



... and a Red Monkey ... a Disruptive Idea!



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Drop the Red Monkey in the middle ... what happens?



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Red Monkey Hunters

The Power Defect



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Red Monkey Politics

Organic Evolution



**Disruptive Innovation fails ...
not because it is impossible but
because it is not protected!**



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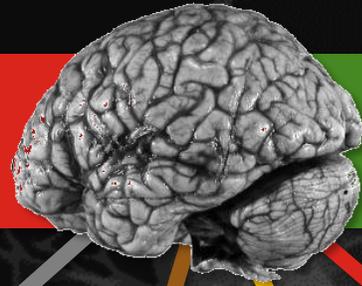
We have to understand
Red Monkey Politics



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Red Monkey Politics

Organic Evolution

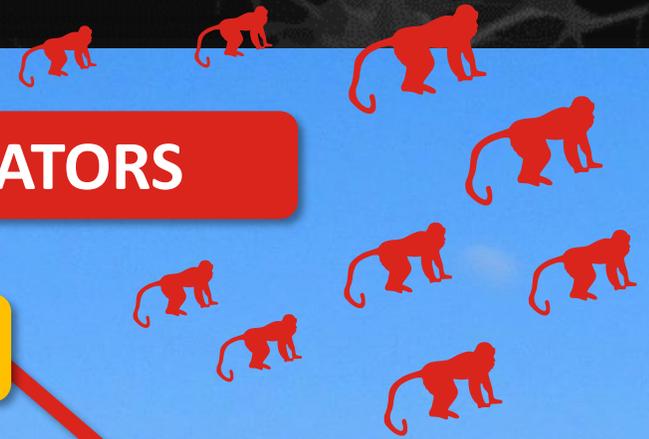


SETTLERS

FOLLOWERS

PIONEERS

CREATORS



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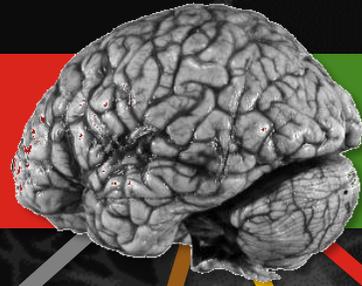
We have to accept
the battle field



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Red Monkey Politics

Organic Evolution

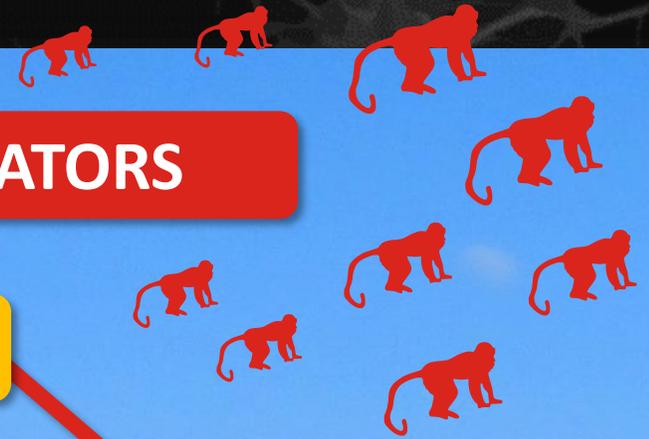


CREATORS

PIONEERS

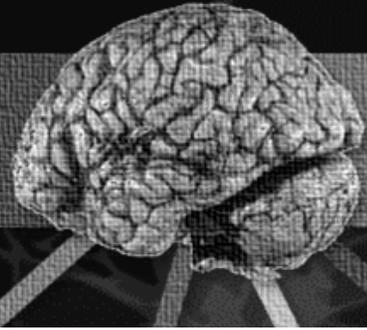
FOLLOWERS

SETTLERS



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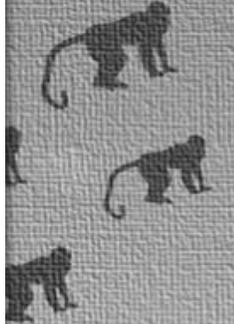
Red Monkey Politics



Organic Evolution



Innovation is the result of
a Red Monkey that
has **survived** a conflict.



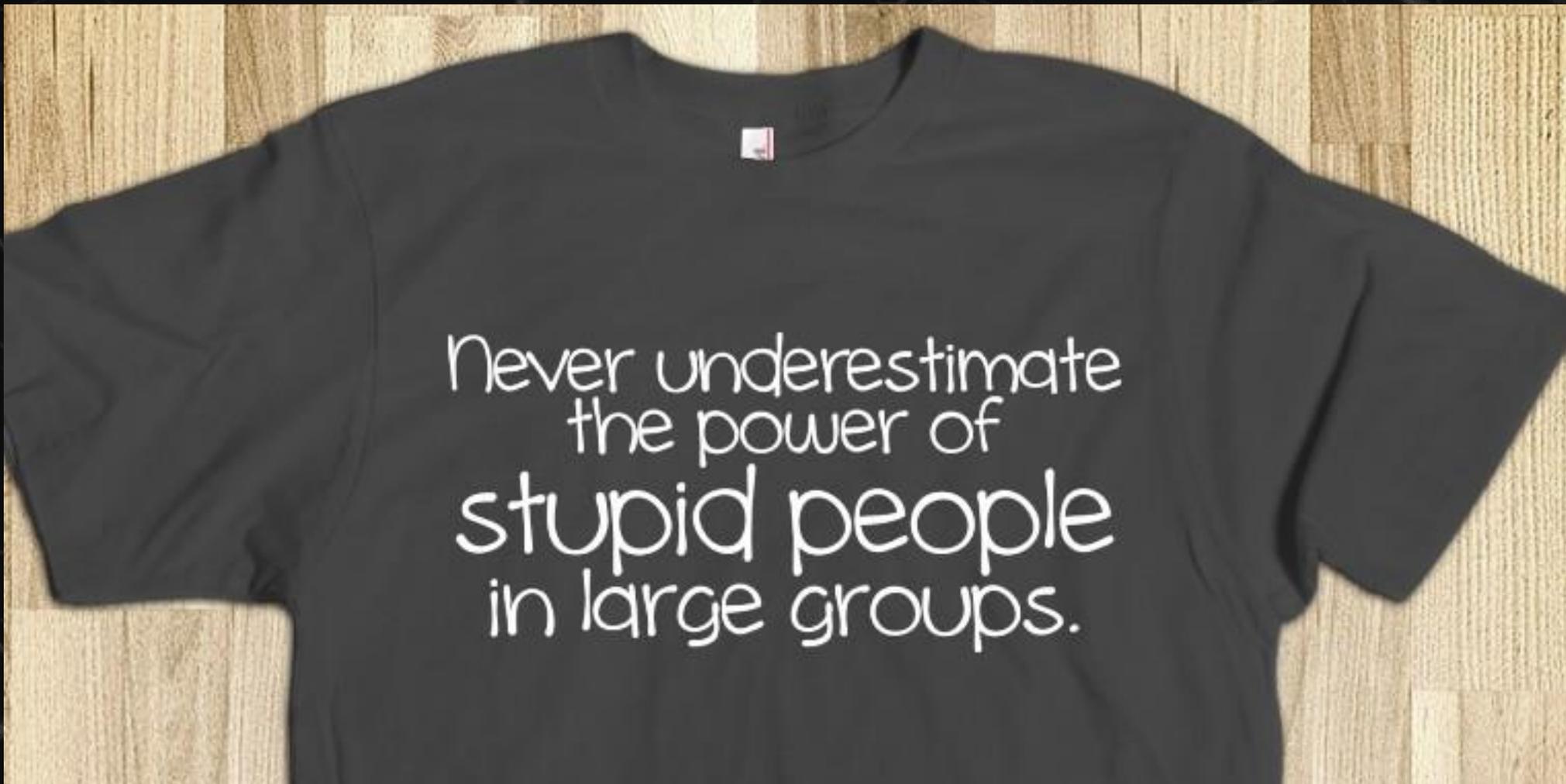
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Recipe for
successful innovation in 3D?



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Believers only



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8

Go for



Organic Evolution

3D-MISSIONING

Missioning > Focus & Passion

CREATORS

3D-INSPIRATION

PIONEERS

3D-INCUBATION

FOLLOWERS

3D-OPERATION

SETTLERS



RED MONKEY

Innovation Management



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Organic
Evolution

**Our Consensus Model has
to change into a
“Respectful” Conflict Model**



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The most
important question today...

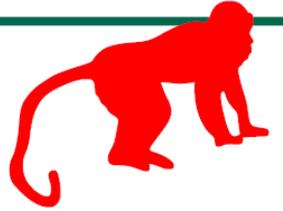


NO SHEEPING



www.redmonkey.be

I BRAKE FOR



www.redmonkey.be

Do you have the courage to break
the 'Power Defect' and defend
'Red Monkeys' in your business?



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We need 3D-Heroes

The Day **After**

www.jefstaes.com/after

Handouts • Info • Contact



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