

I OFTEN GET THE QUESTION DO WE HAVE THE RIGHT STRATEGY TO FOSTER INNOVATION AND CREATIVITY? IN MY OPINION IT'S MORE THAN A STRATEGY, IT'S ALMOST A LIFESTYLE.

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An innovative culture is shifting but it must define areas of curiosity that mixes with experience and then you could open your eyes and find the intangible assets that all individuals and organizations have.

When we established Virtual Management back in 1995 the knowledge of "virtual" was very limited and almost science fiction with strange games and unknown worlds. To be an advisor to leaders on how technology could impact their daily lives was the main focus, but we also played a part in assisting inventors on how to sell their ideas. In many ways, through very different types of coaching and advising strong individuals.

To help corporate leaders in innovation and the new possibilities with technology, our services are based on trust and convenience. The inventor is involved, the advisor in sales and marketing with a strong sceptical eye can query me on what I know about innovation.

When transforming large companies' technical platforms, it is not just about the process of choosing hardware and software, it is more about handling the culture when it will hurt, because it will! Remember when have a new pair of shoes, if it doesn't hurt, you have probably purchased the wrong size. The formula says if you invest 1€ in technology, you need to spend 2€ in education and training and 4€ on cultural activities. Bringing in new eras in leadership where it is very important that the leader is a role model and cannot hide behind a title.

As an inventor timing is often the biggest challenge and so many innovations have seen the first version fail. But remember there is no failing in innovation, just different results. In my experience you must as an advisor create double trust when you have strong inventors around you, both the professional and the more personal relationship. I had three children before the age of 33 that has given me references and experiences that have been very valuable when assisting inventors/entrepreneurs.

As a former athlete I also have the need of measuring progress and how do you do that in innovation? There are assessment methods that could give you an index of your innovation IQ in your organization, but you need to have more of an expectations management than time control management. You cannot order an innovation on time and on budget like you can with R&D.

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I have in my period as a virtual manager also had my own innovation projects and I realised that timing and trust could never be underestimated. Your network is seldom so strong and trusting when you really need it. On the other hand, this has given me the experience that you need to have all your documents ready and agreements in place before you invite others to the project.

Our technical platforms and possibilities to communicate could be undervalued, so have a look at Metcalfe's law to understand the strength and threats with too many double way communication tools.

My passion is to learn from cross industry and cross communication so you can use a broad range of experience and in see how arts, culture and science could give insights into the development of AI and Quantum society. There is always three ways of establishing a business, be the best, be the cheapest or be doing something new that no one has done before.

The last one is the most inspiring but also hardest because you have no one to measure against.

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