

Managing Innovation



Hello! I'm Hensap



accenture

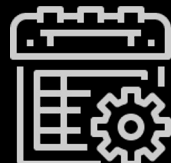
Telkomsel



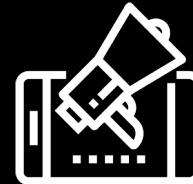
Computer
Science



Data
Analytics



Project
Management



Campaign
Management



Finance and
M&A



Strategy



Midjourney v1

March, 2022



Midjourney v2

April, 2022



Midjourney v3

July, 2022



Midjourney v4

November, 2022



www.insideofai.com

Midjourney v5

March, 2023

The rate at which
technology
innovations shift
in certain areas
are exponential



**What is
Innovation?**



**Is this
innovation?**

How about this?



Let's Define Innovation

Innovation is a **product, service, business model, or strategy** that's both **novel** and **useful**.

Innovations don't have to be major breakthroughs in technology or new business models; they can be as simple as upgrades to a company's customer service or features added to an existing product.

(Harvard Business School)

Innovation is the **ability to conceive, develop, deliver, and scale new products, services, processes, and business models** for **customers**.

(McKinsey)

Why it's important

- 1. To Differentiate**
Create **competitive moat** by creating new products or services that offer unique value to customers, create entry barrier, reduce cost, increase premium offering, network effect.
- 2. To Open New Opportunities**
By identifying new problems or needs that customers have develop new products or services that address those needs. **Creation of entirely new markets.**
- 3. Improve Change of Success**
Innovation gives competitive advantage and allows them to **grow faster.**

How to Manage Innovation?



1. Create a Culture of Innovation

- ✓ Encourage Creativity & Experimentation
- ✓ Open to Failure
- ✓ Rewarding Innovation

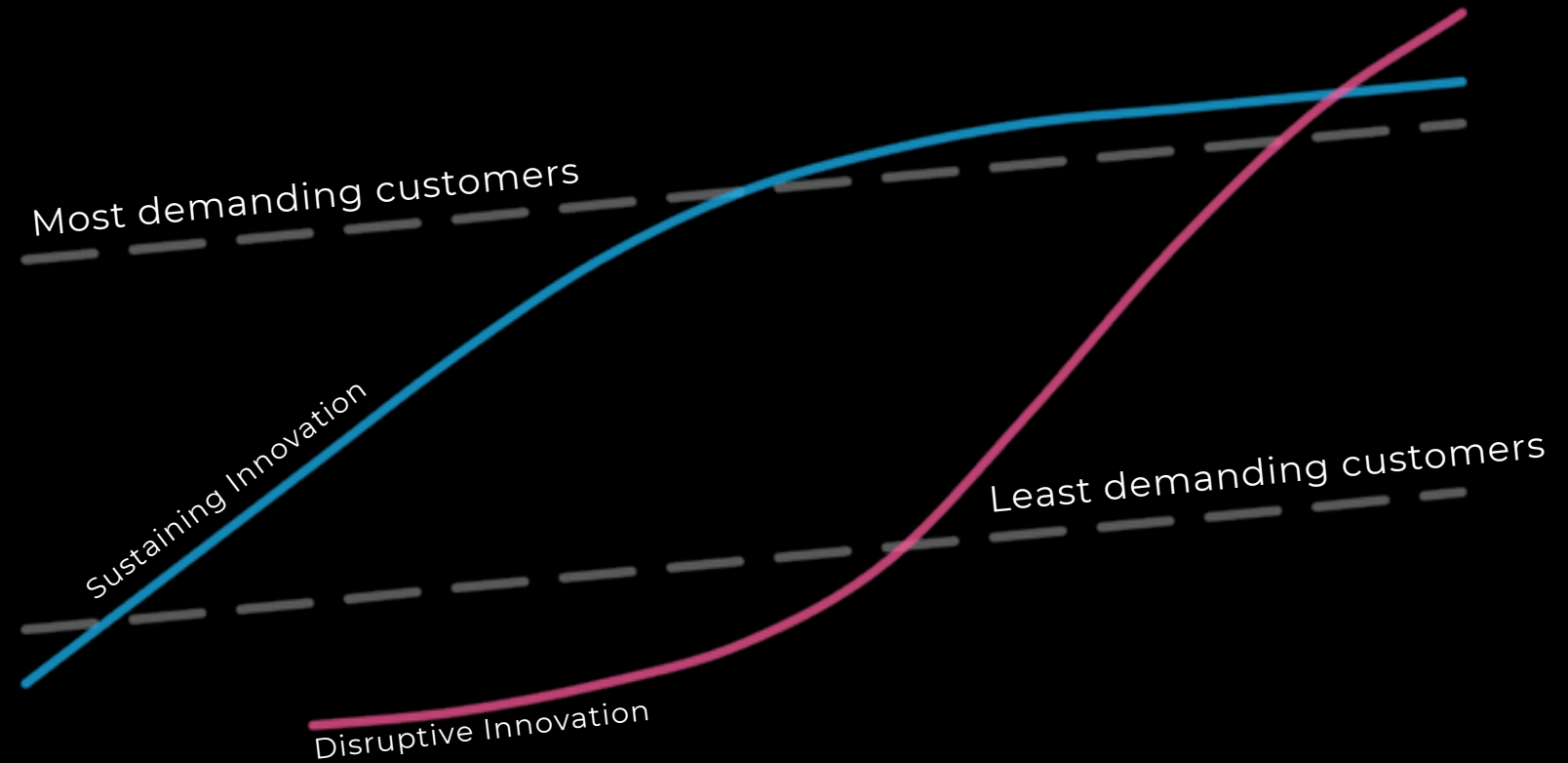
2. Foster Collaboration

- ✓ Brainstorming
- ✓ Cross-Functional team
- ✓ Provides access to resources

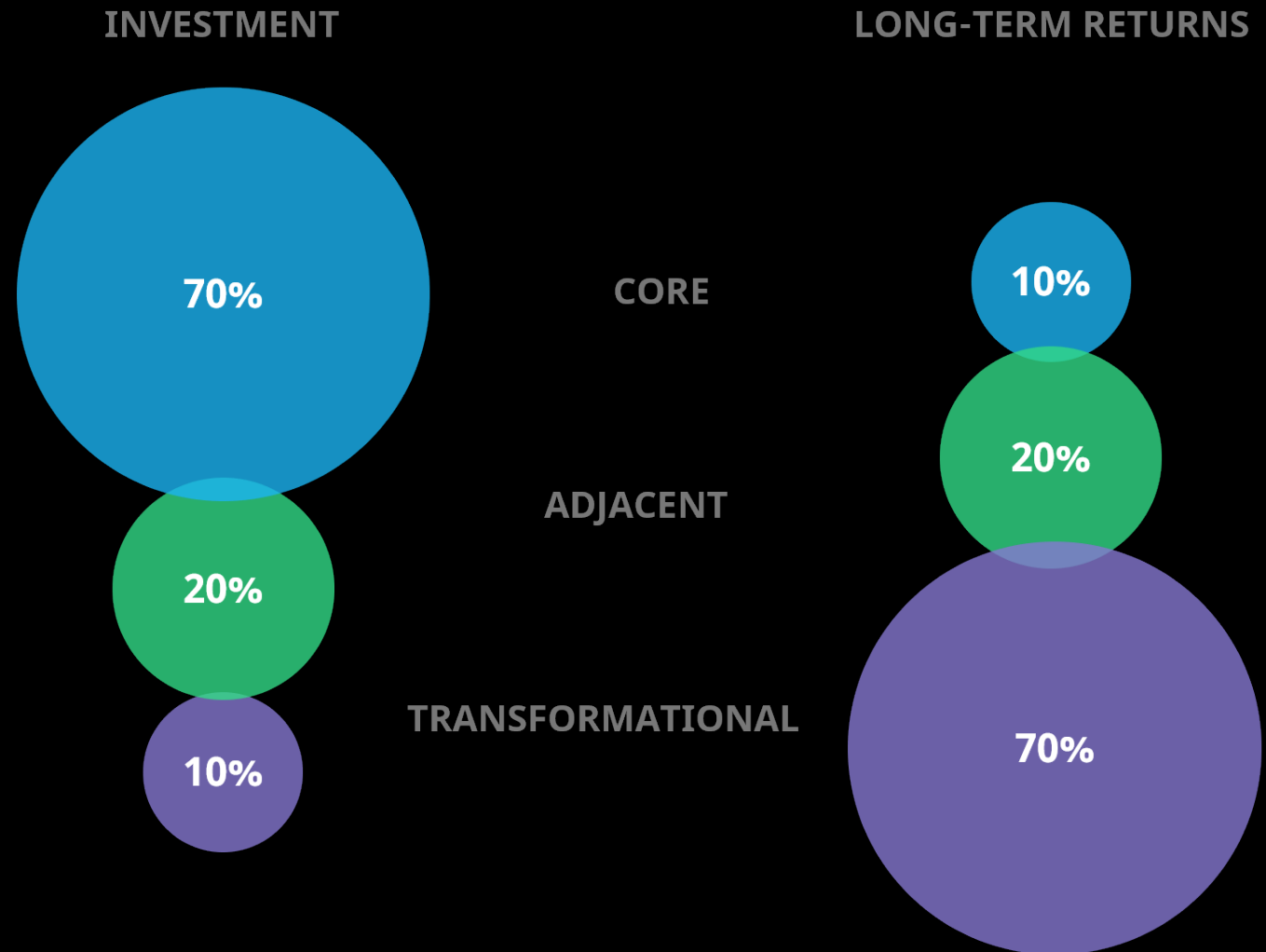
3. Set clear goals & track progress

- ✓ Define & Prioritize innovation goals
- ✓ Track innovation metrics
- ✓ Conduct surveys

When to start innovation?



How to Proportion your effort?



Kuncie Journey & Pivots (Innovate or Die)



Launched in June 2021, Kuncie continues to innovate to open wider access to high quality learning. Starting with app platform release, to date, 1,712,733 users have grown with us & led us to get the Best Personal Growth from the Google Play Award in 2021.

We have produced more than 350 learning modules & collaborated with more than 200 credential mentors and partners. Kuncie product innovations include Kuncie Jago, Kuncie Komplit, Kuncie Executive, and Kuncie Praktis. In 2022, Kuncie collaborated with SBM ITB and launch a groundbreaking Mini MBA program that has produced more than 7 batches of alumni.

We continue to innovate and push forward. Kuncie has added collaboration with other top universities such UI, UGM and UK Petra. In addition, Kuncie also collaborated with Dee Lestari to provide the Kaizen Writing program. All Kuncie's innovations & collaborations are a manifestation of our commitment to #MemulaiPerubahan and pushing a better future for Indonesians!

**“The best way to
predict the future is
to create it.”**

- Peter Drucker

