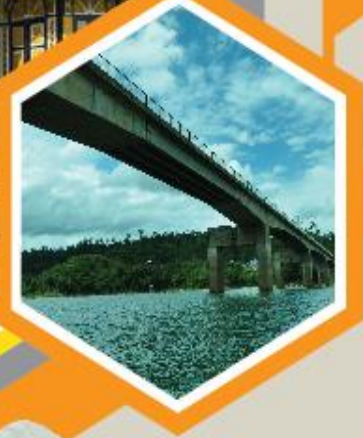




Professorial Talk – Break The Pattern



Profesor Dr. Ahmad Rahman



1. Go to
www.BreakThePattern.info

2. Get FREE eBook Here



Break the Pattern
The Science of Transformational
Value Creation

Get My FREE Copy

3. Share it with others

Organization Transformational Value Creation for JKR

By

Ahmad Rahman Songip, Dr.Eng

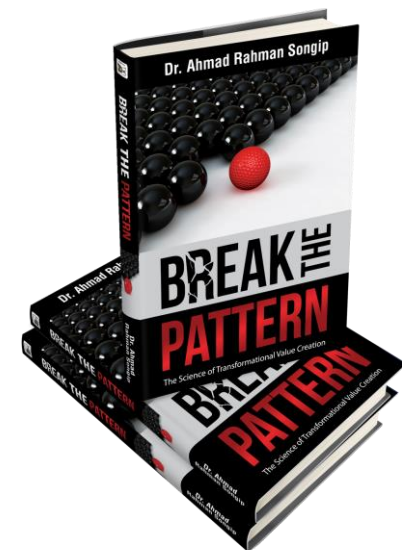
Professor (V) of Innovation Management
Universiti Teknologi Malaysia, Kuala Lumpur

&

Author, Speaker & Consultant

Break the Pattern

The Science of Transformational Value Creation



Feedbacks Form (Please hand over to the Secretariat before leaving. Thanks for your kind feedback)

Name of Event: **Break the Pattern**

Speaker: Prof. Dr. Ahmad Rahman Songip

Date: 6 August 2018

Ö

[illegible]

2. What is the primary **REASON** for your above score??

?

Name:

Position: ? ? ? ? ? ? ? ? ? ?

email: [?]

Organization: [?] [?] [?] [?] [?] [?] [?] [?] [?]

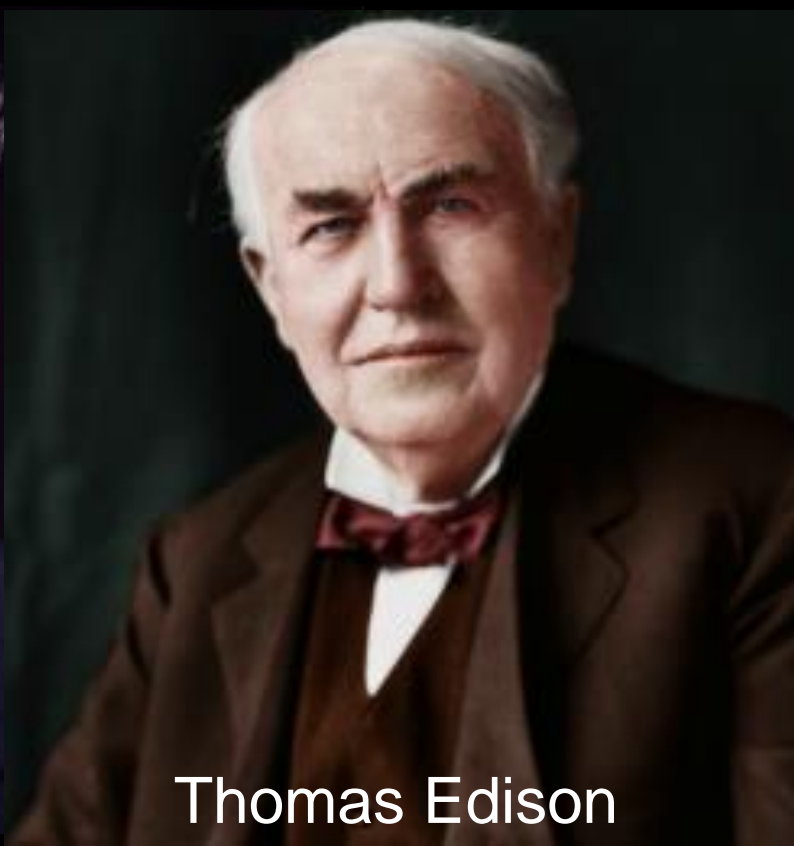
mobileno:

**how to
break a pattern?**

**how to
break a pattern?**



Henry Ford



Thomas Edison



What are common among them?

- Break Pattern in their Industry
- Create Transformational Value Creation
- Follow Similar Principle & Framework

Principles



\$35,000 Pudding

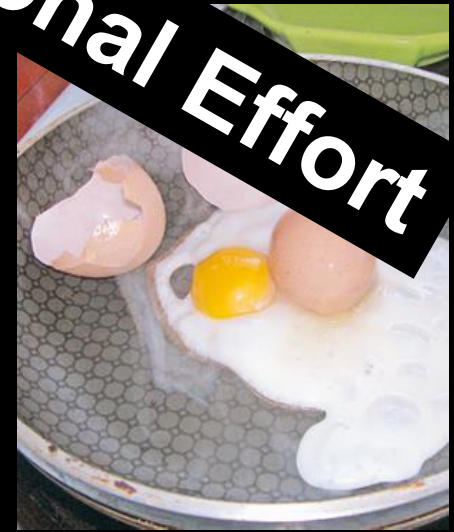
Where to get it: Lindeth Howe Country House Hotel, England

Expensive: Shaped to look like an egg, this pudding is made of chocolate, a small amount of cream, and a small amount of sugar. It is not edible. I ordered two, but only one egg.



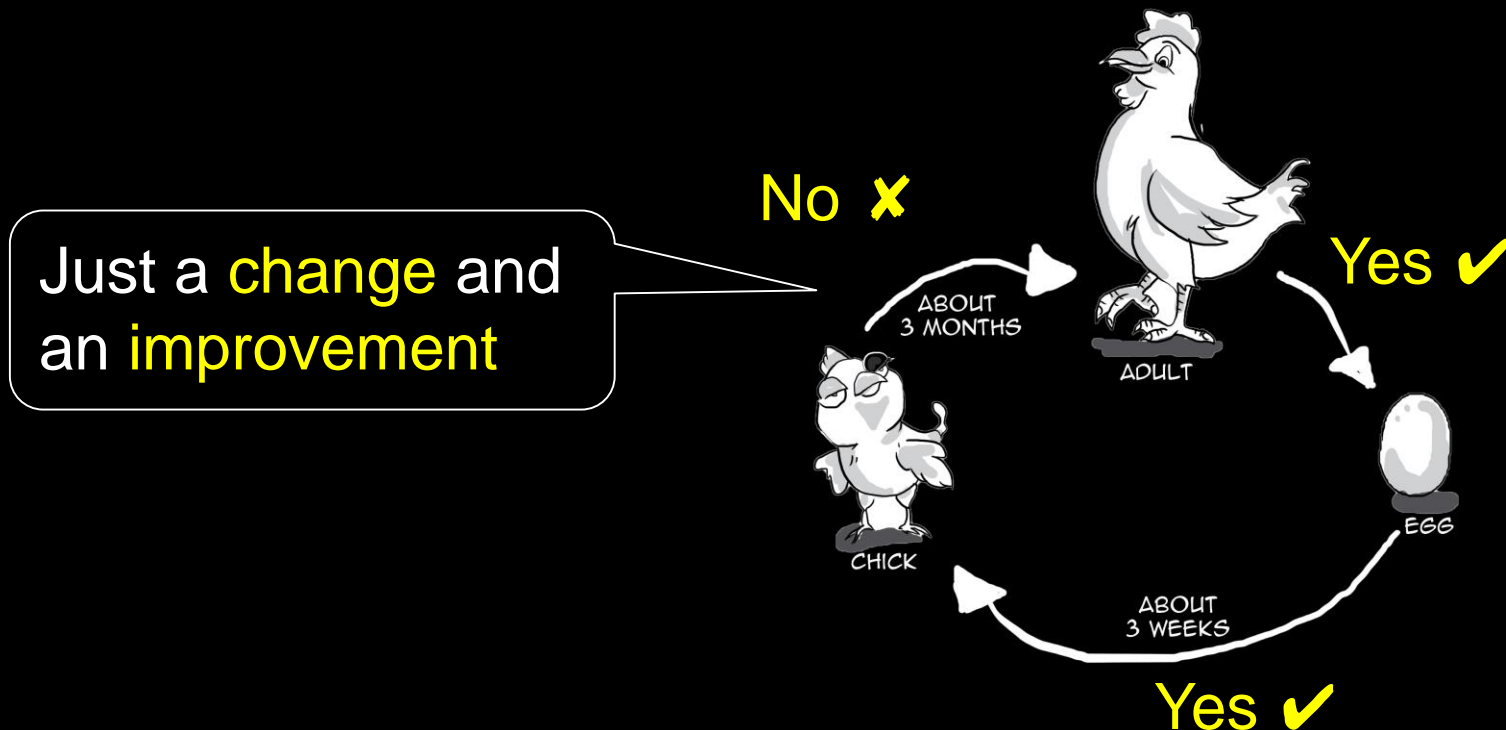
1. Break the Pattern!

2. Transformational Effort



Criteria for Transformation & Innovation

1. Marked change in form, nature or appearance (Oxford Dictionary)
2. $ROI > 100\%$



Principles

Transformational Value Creation:

1. Break the Pattern
2. Transformational Efforts

} Innovation

Innovation: “a process, a series of steps that begins with imagination, and results in the creation of something of value for society”

The U.S. National Science Foundation

Missing ...

PROPHET MUHAMMAD

صلى الله عليه وآله وصحبه وسلم

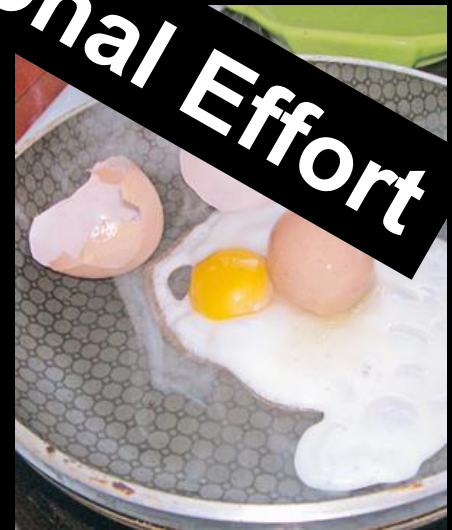
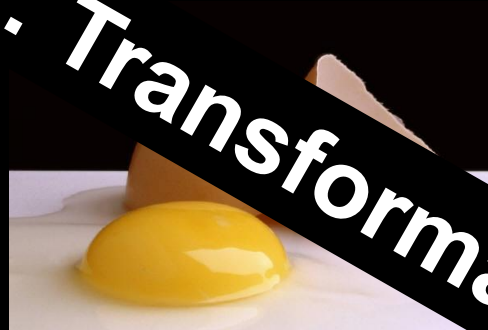
- And regarding deeds or any act of devotion, he said:

إِنَّمَا الْأَعْمَالُ بِالنِّيَّاتِ
وَإِنَّمَا لِكُلِّ امْرِئٍ مَا نَوَى

*“Verily, action is by intention; and verily the worth (merit) of
that action is (to be measured) in accordance
with what is intended ... ”*

(Hadith reported by Bukhary & Muslim)

Principles



1. Break the Pattern!

2. Transformational Effort

3. Intention

Principles

Transformational Value Creation:

1. Break the Pattern
2. Transformational Efforts
3. Intention

Innovation

Innovation: “a process that begins with intention, followed by imagination, and transformation of idea towards value creation for society”

Ahmad Rahman Songip, 2018

The Science of Innovation

Innovation: “a process that begins with **intention**, followed by **imagination**, and **transformation of idea towards** value creation for society.”

Individual.
Rule #1.

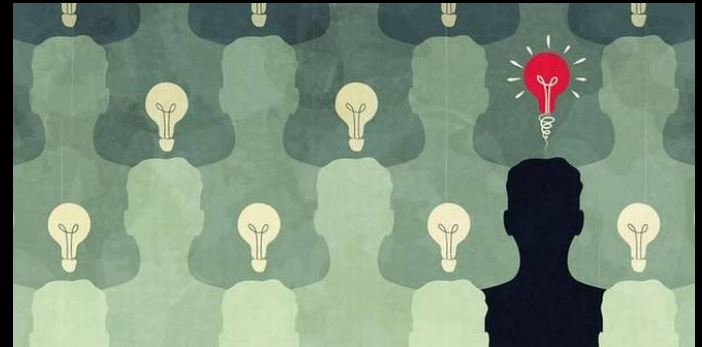


Eco-system.
Rule #2.



The Science of Innovation

Innovation: “a process that begins with **intention**, followed by **imagination**, and transformation of idea towards value creation for society.”



Rule #1: Individual

$$\mathbf{A = R \times S}$$

Attitude =
Resistance x
Skills

Rule #1: Individual

$$V = I \times R$$

$$A = R \times S$$

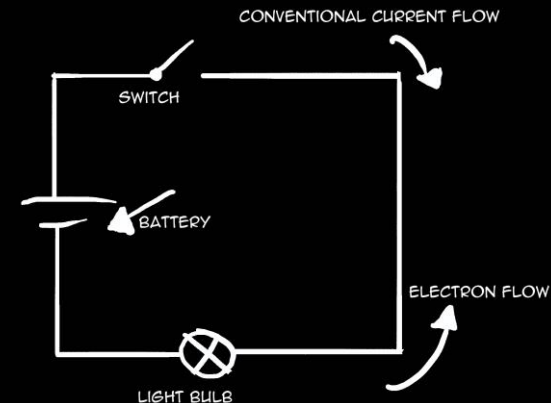


$$S = \frac{A}{R}$$

A = Attitude → Cause

R = Resistance → Internal

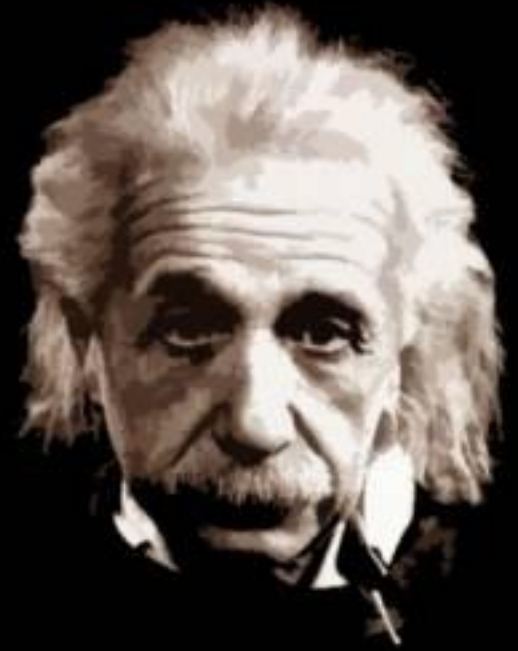
S = Skills → Effects, Success



S = SKILL

“Imagination is more
important than knowledge.
Knowledge is limited.
Imagination encircles the
world.”

-Albert Einstein

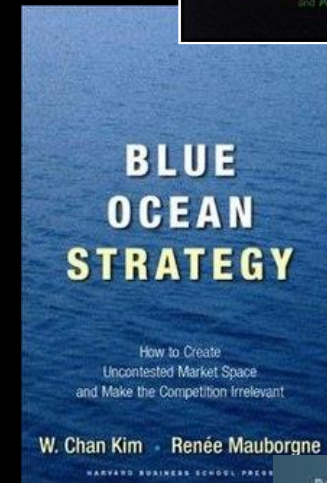
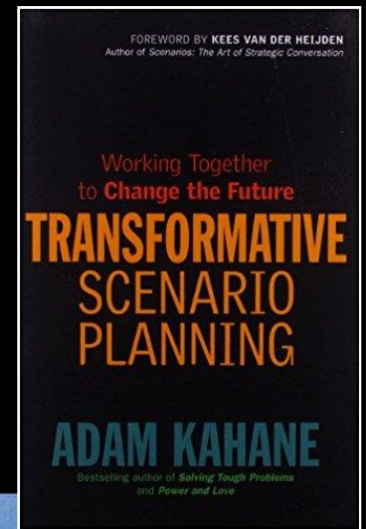


Q: Is Imagination being
taught in school & university?

S = SKILL

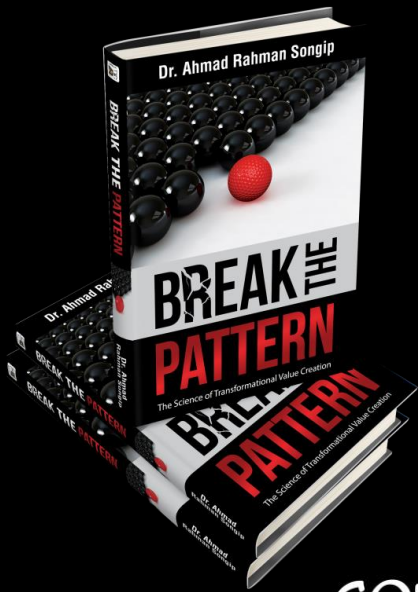
Imagination:

- Mind mapping
- **Brainstorming**
- Analogy
- Random Association
- Scenario Planning
- Blue Ocean Strategy
- TRIZ

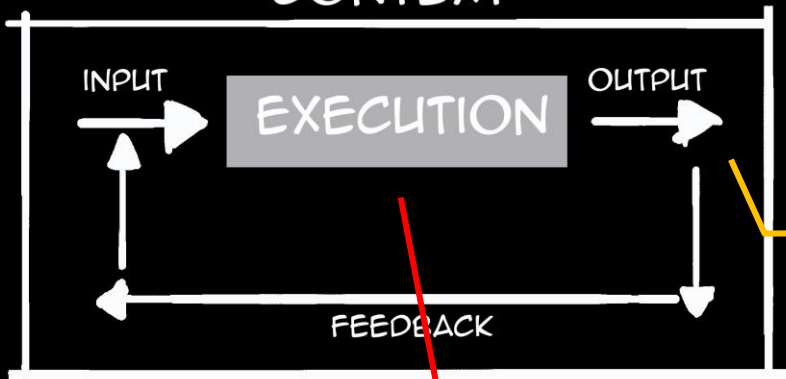


How to Operationalize the Principles?

Framework – Book Chapter



CONTEXT



PART II: CONTEXT

- 3- Why Break the Pattern?
- 4- The Science of Goal Setting
- 5- In Search of Eureka!
- 6- The 10,000-hour Rule

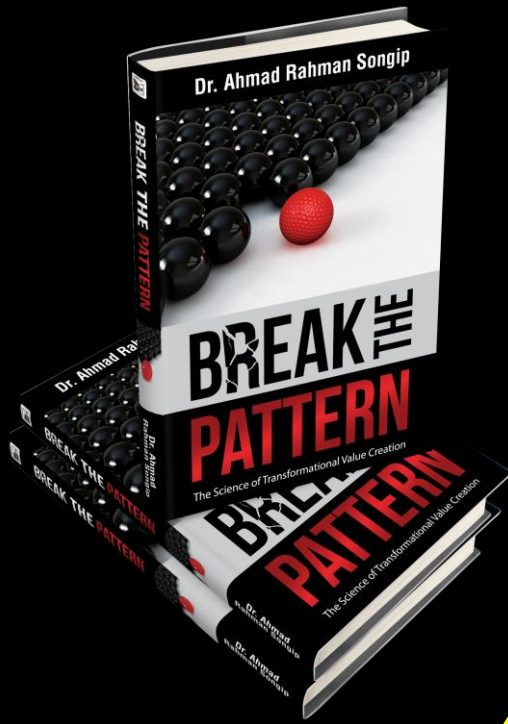
PART III: INPUT, OUTPUT & FEEDBACK

- 7- Harvest the Pain Points
- 8- Harvest the Minds

PART IV: EXECUTION

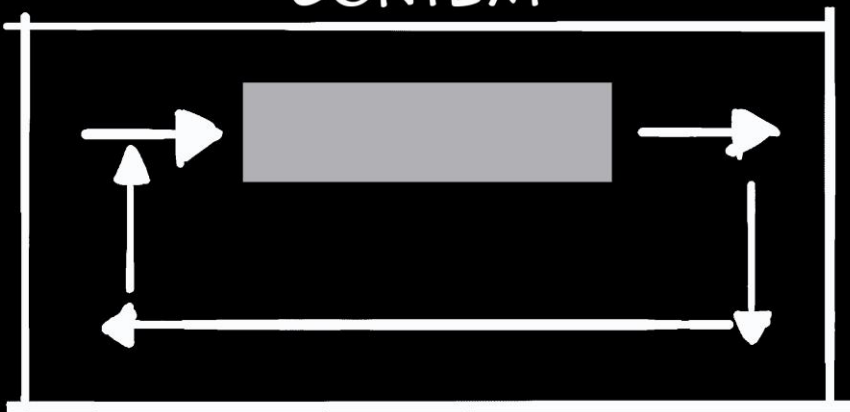
- 9- Foundation for Execution
- 10- Execution to Perfection

Shaping the Context



- 3- Why Break the Pattern?
- 4- The Science of Goal Setting
- 5- In Search of Eureka!
- 6- The 10,000-hour Rule

CONTEXT



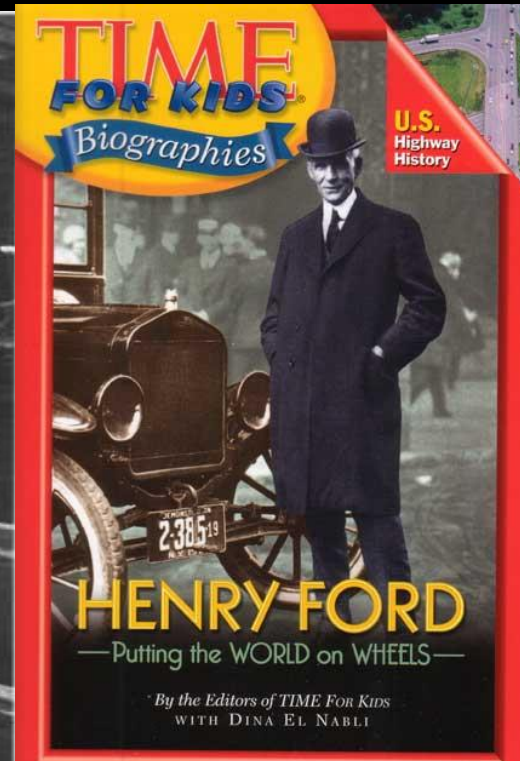
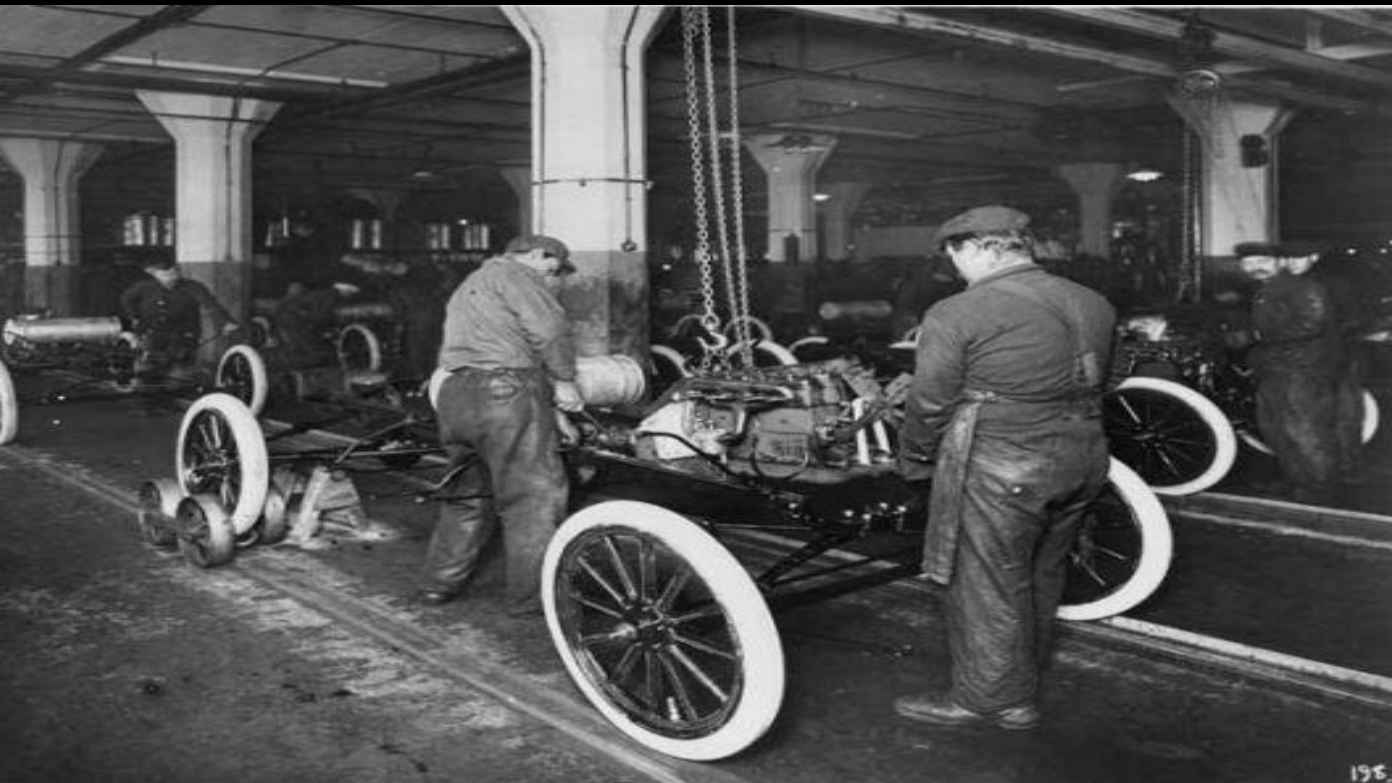
What do you see?

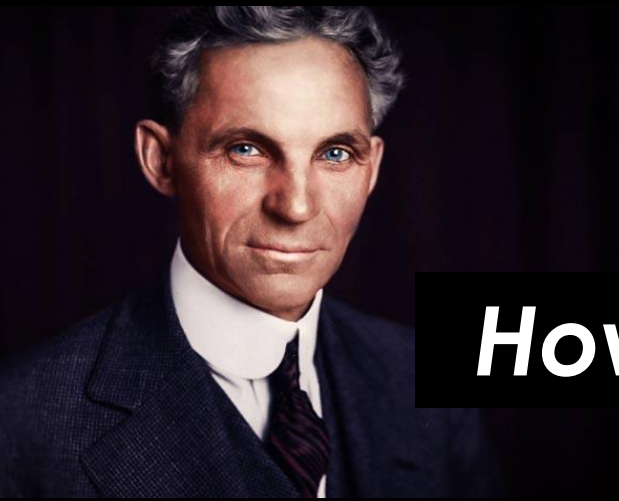


Henry Ford

Henry Ford

“I will build a car for the great multitude. It will be so low in price that no man making a good salary will be unable to own one...”





How to be like Henry Ford?

Henry Ford

Creative Problem Solving

Why Creative Problem Solving?

in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



Quiz: The **lift** problem...

A company was located in an 8-story building with only two **lift** shafts. For some time the MD has had a nagging problem; his employees keep complaining about the length of time they have to wait for a **lift**.

You have been invited to submit suggestions to the company to solve the **lift** problem. Suggest your creative solutions...



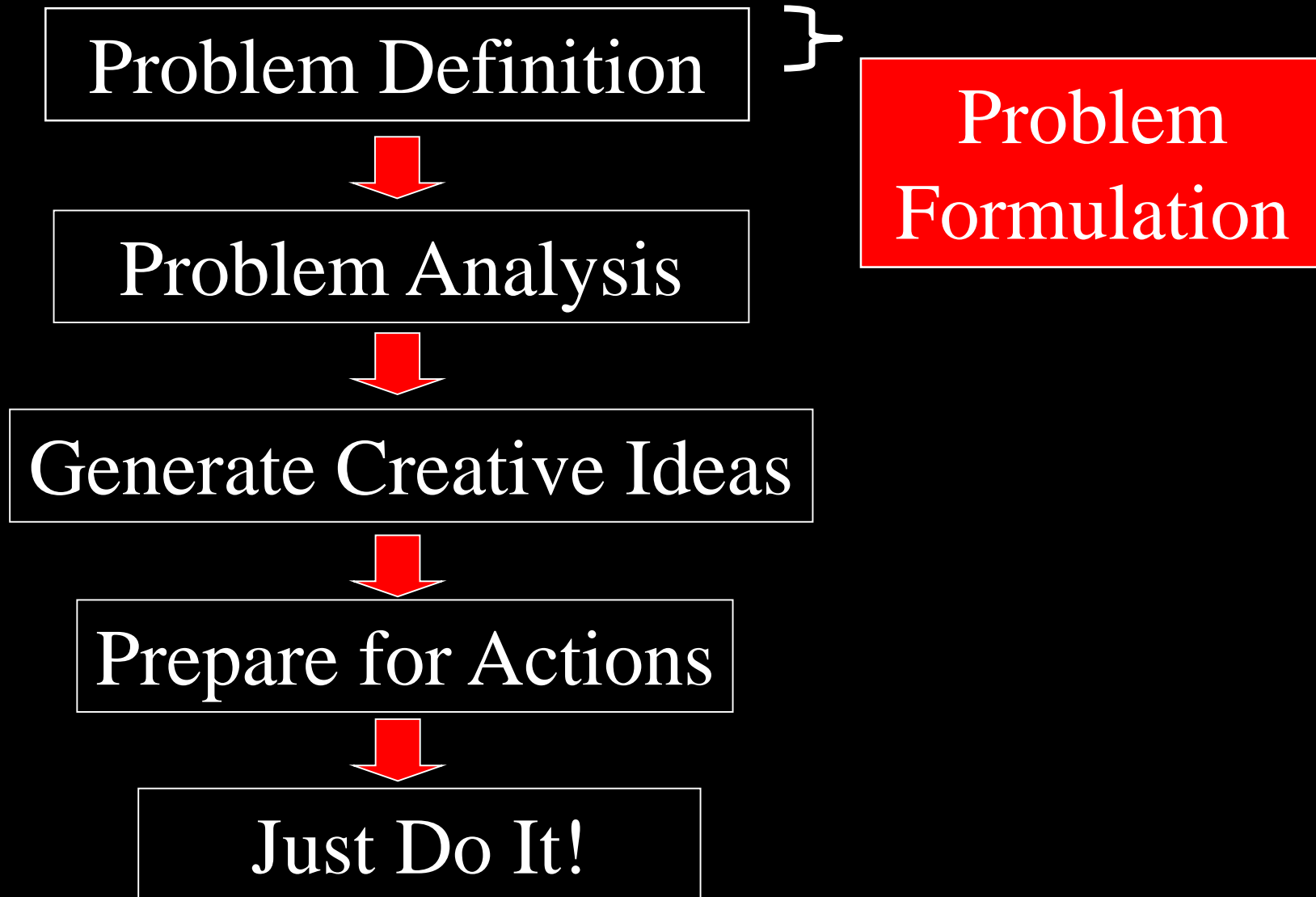
Discuss within your group

Never Assume!



Assume is the mother of all screw-ups!

Steps in Creative Problem Solving



Problem Formulation ...

*"The mere formulation of a problem
is far more essential than its solution..."*

Albert Einstein

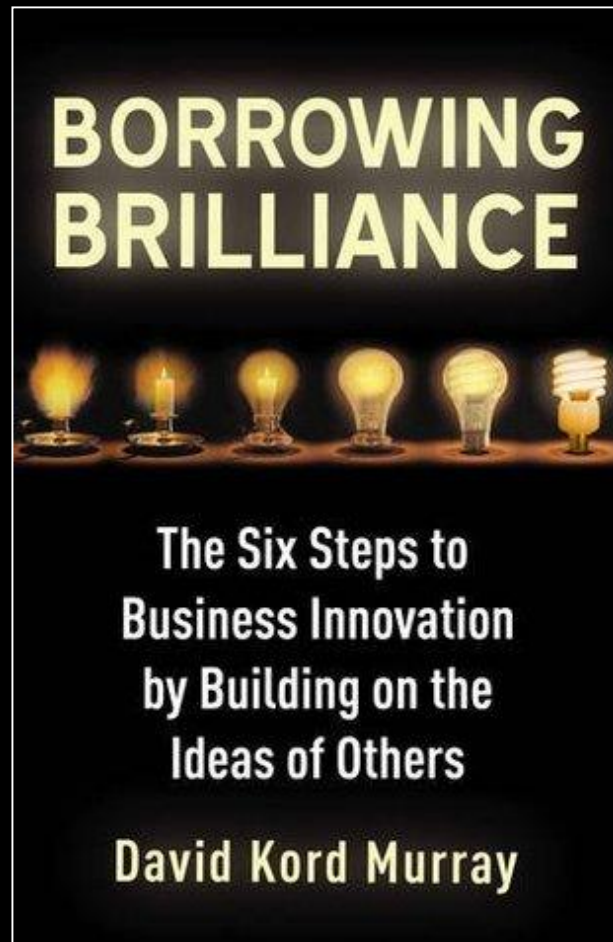
*"A searching question is half
of a problem's solver..."*

Bacon

*"Every problem has in it the seeds
to its own solution..."*

Norman Vincent Peale

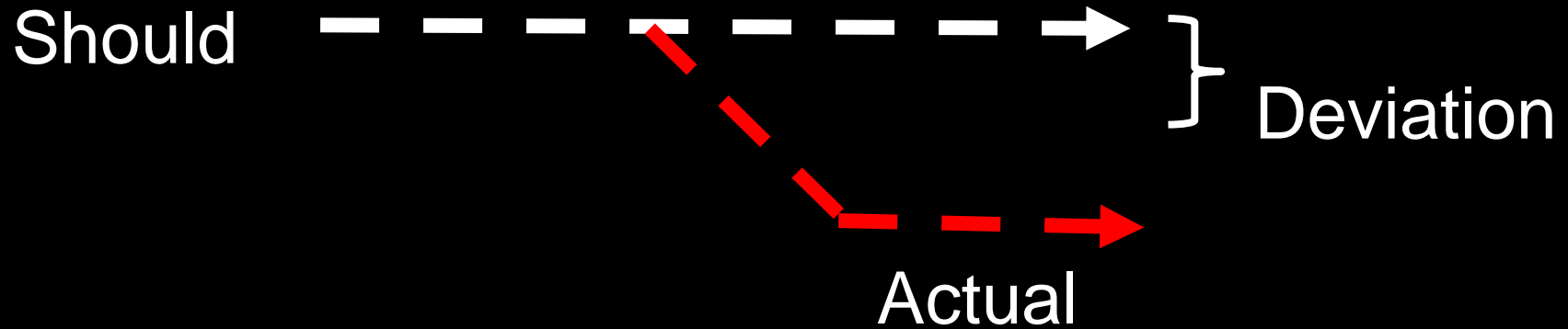
Problem Formulation



Problem Definition

1. State the Problem

Naming the **deviation** for which you want to find the cause – to help you stay on track



Different problem definition gives different solution



When NASA first started sending up astronauts, they quickly discovered that ballpoint pens would not work in zero gravity.

How does NASA solve the problem?

Solution by NASA



In order to solve this problem, they hired Andersen Consulting (Accenture today). It took them one decade and US\$12 million to develop a pen that writes in zero gravity, upside down, underwater, on almost any surface including glass and at $T=300\text{ C}$.

Solution by NASA

In order to solve this problem, they hired Andersen Consulting (Accenture today). It took them one decade and US\$12 million to develop a pen that writes in zero gravity, upside down, underwater, on almost any surface including glass and at $T=300\text{ C}$.

(Solution to the pen problem)



Business sophisticated,
multi-functional pen,
writing self-defense

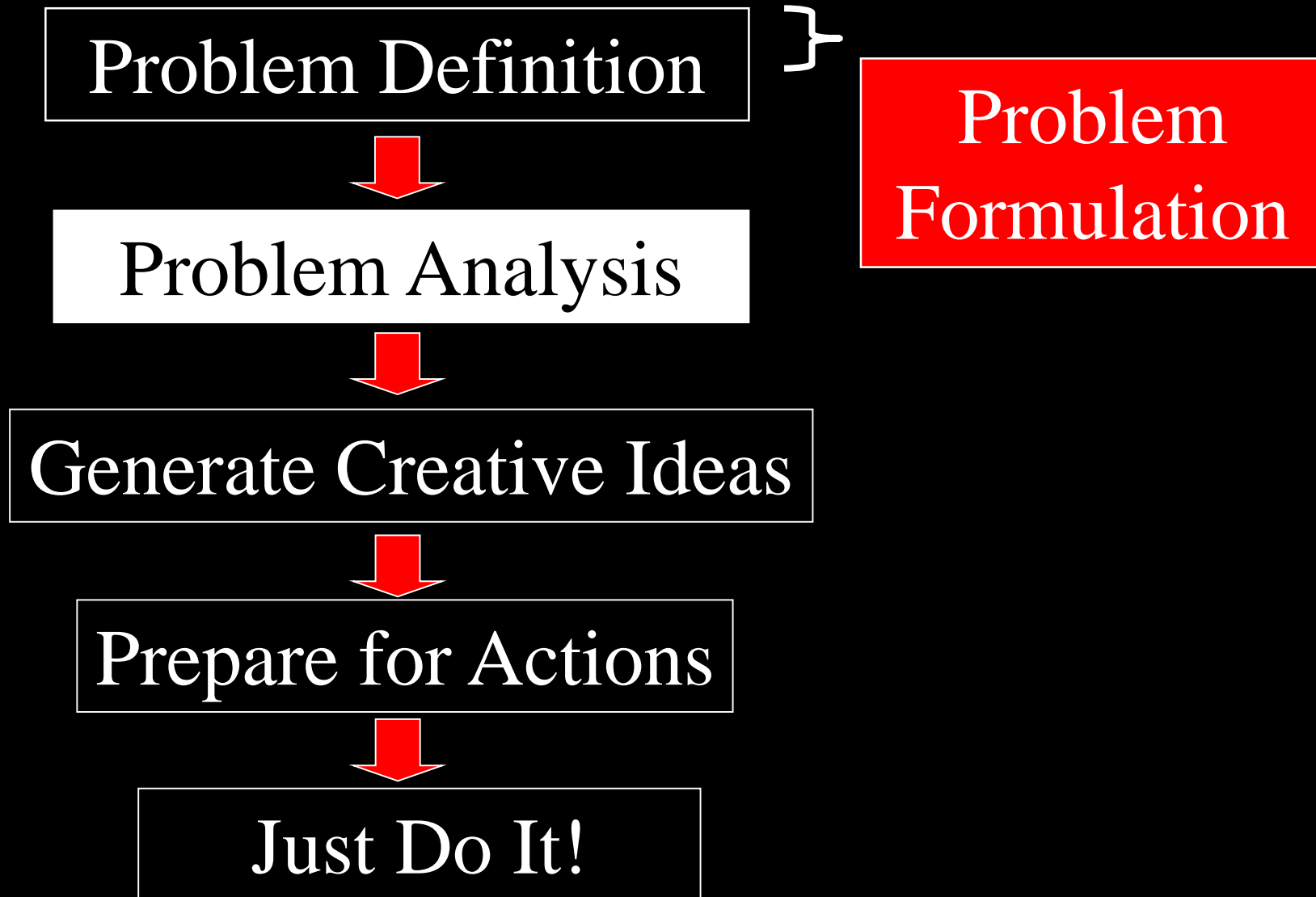


Solution to NASA Problem

The Russians used a pencil.
(Solution to the writing problem)

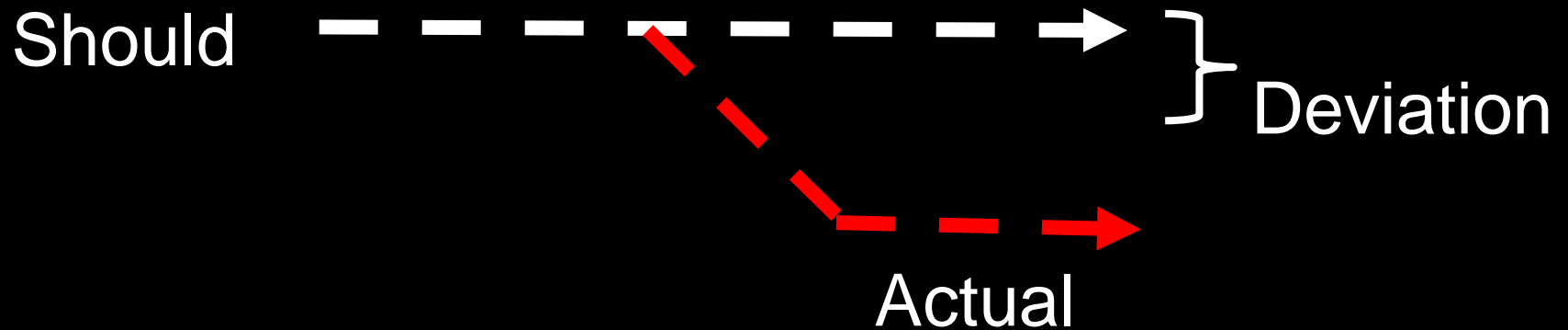


Steps in Creative Problem Solving



Problem Analysis

- Analyze the problem
- A process for finding the cause(s) of a deviation



- To avoid jumping to a false cause(s)

Problem Analysis

- **Analyze the problem**
 - **The steps:**
 1. **Identify Possible Causes**
 2. **Evaluate Possible Causes**
 3. **Confirm True Cause**
- **End Result:**
 - **A factual understanding of the problem**
 - **A confirmed true cause**

Steps in Creative Problem Solving

Problem Definition



Problem
Formulation



Problem Analysis



Generate Creative Ideas



Prepare for Actions



Just Do It!

Tools for generating creative idea...

- Brainstorming
- Mind-mapping
- **Analogy**
- Random association
- Reversing
- How did they do that?
- Redefine a situation
- Imitation
- Etc...

For more tools, see “The Creativity Toolkit: Provoking Creativity in Individuals and Organisations”, Mc Graw Hill, 1998

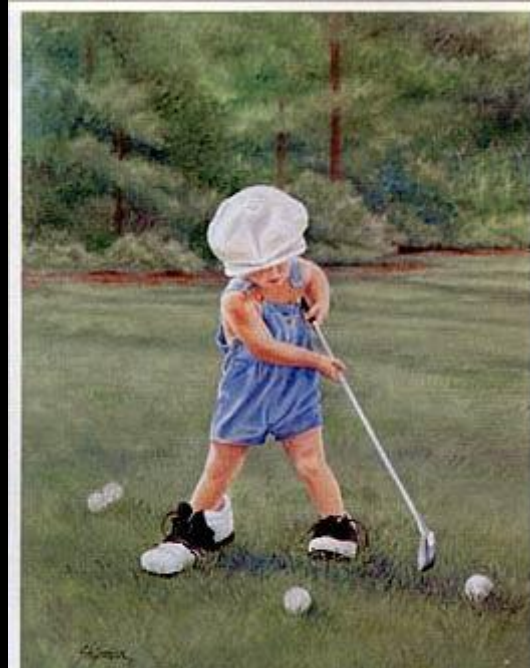
Tips

*“If at first the idea is not absurd,
then there is no hope for it”*

Albert Einstein

*“Every really new idea looks
crazy at first”*

Alfred N. Whitehead



Tips

*"If you're not pissing off 50% of the people,
you're not trying hard enough"*

Yvon Chouinard,
Founder Patagonia

*"If people did not sometimes do silly things,
nothing intelligent would get done"*

Ludwig Wittgenstein



CPS Value Creations from my **Students:**

- **Jinmin Albat, Sarawak Shell Berhad, Bintulu:** “The tools taught in this module were indeed very **practical** and valuable. Using the tools, I could get the creative solution to the problem that I could not see before. I was able to help Shell to **save US\$50,000**”
- **Lee Jyh Jing, Solectron Technology Sdn Bhd** “I was really impressed with this module. I have applied the tools to solve a recurrent problems of cooling fan failure that cause massive machine break-down due to burnt-up of CPU card which cost **RM15,000 per piece, with only a RM2.00 solution!**”

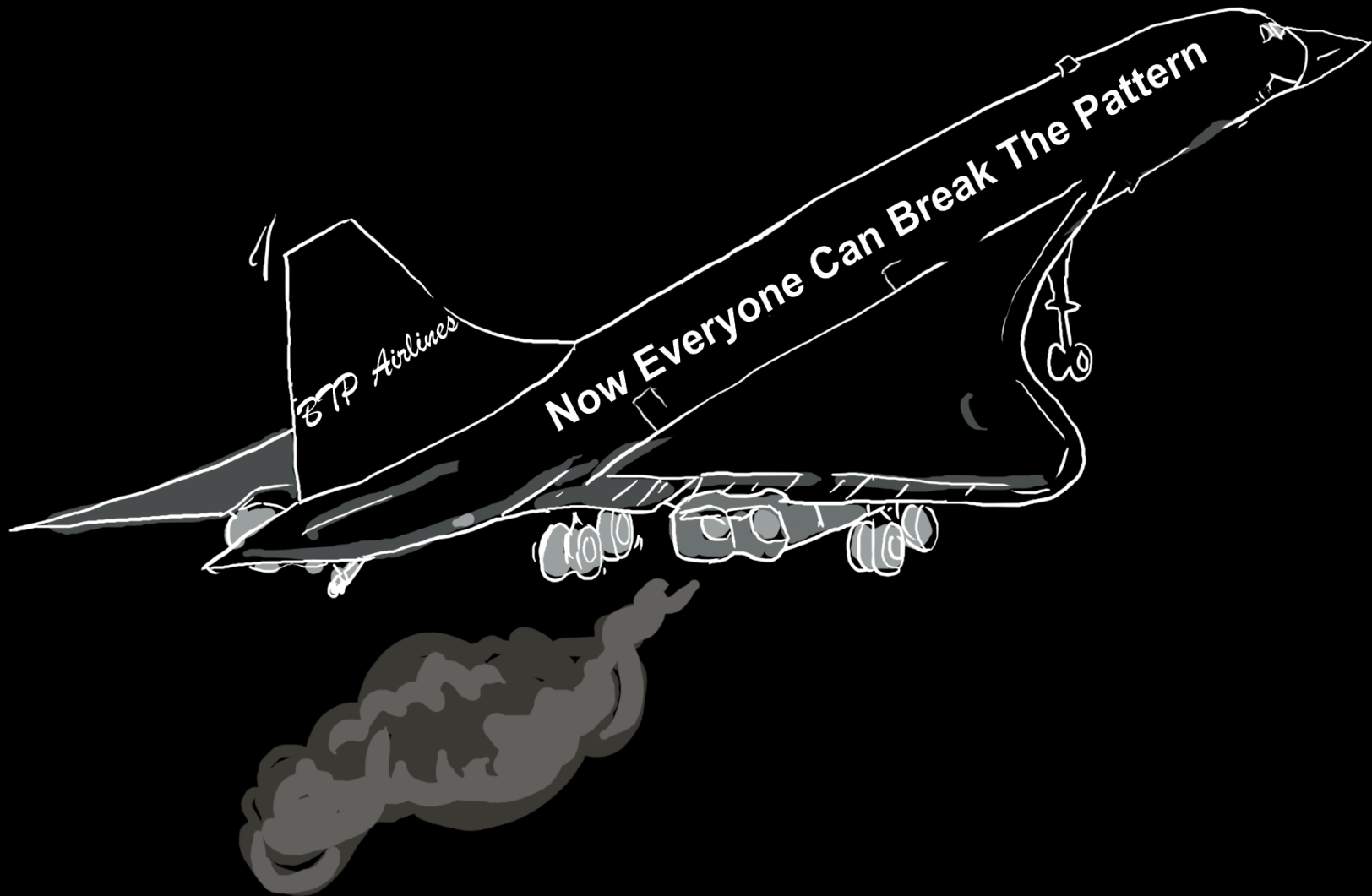
CPS Value Creations from my **Students**:

- **Chin Tain Loi, Standard Chartered Bank, Kota Kinabalu:** “This module opens up my mind with a different perspective. It really works like magic and it helps me to solve most of the challenges that I face in my job and now I can see a clear direction. My sale-team performances normally recorded **RM2.1 million** and now it has **increased to RM4.5 million a month!**”
- **Yeap Ho Aik, LB Aluminum Bhd, Beranang, Selangor:** “I have used the creative techniques to solve a very big problem in my company. Through a multi-disciplinary team that I formed, we have come up with very creative solutions that saved our company more than **RM2 million!**”

CPS Value Creations from my **Students**:

- **Saravanan a/I Muthiah, Kobe Precision Technologies Sdn Bhd, Penang:** “My company was facing a problem that would conventionally require about **RM150,000** to buy a new machine to rectify the problem. Using the tools that I learnt from this module, I found a truly creative solution that costs **only RM100!** This solution is still in use until today.”
- **Zainal Abidin Bin Rahmat, Perodua Sales, Kluang:** “Thank you for your very powerful creative problem solving method. Using your tools, we have **increased our sales by more than 61%** and has exceeded the HQ’s target in the last three months.”

Thank you...



?

Feedbacks Form (Please hand over to the Secretariat before leaving. Thanks for your kind feedback)

?

Name of Event: **Break the Pattern**

Speaker: **Prof. Dr. Ahmad Rahman Songi**

Date: **30 August 2018**

1. How likely are you to **RECOMMEND** this LECTURE/TALK to your friends and colleagues? Please tick **0**

?

Definitely YES										Definitely NO
10	9	8	7	6	5	4	3	2	1	0
<div>?</div> <div>?</div>	<div>?</div>	<div>?</div>	<div>?</div>	<div>?</div>	<div>?</div>	<div>?</div>	<div>?</div>	<div>?</div>	<div>?</div>	<div>?</div>

?

2. What is the primary **REASON** for your above score?

?

?

Name: ?

Position: ? ? ? ? ? ? ? ? ? ? email: ?

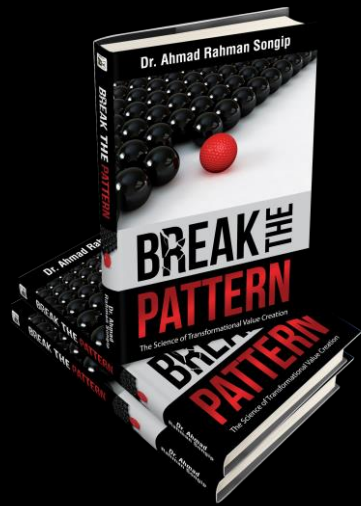
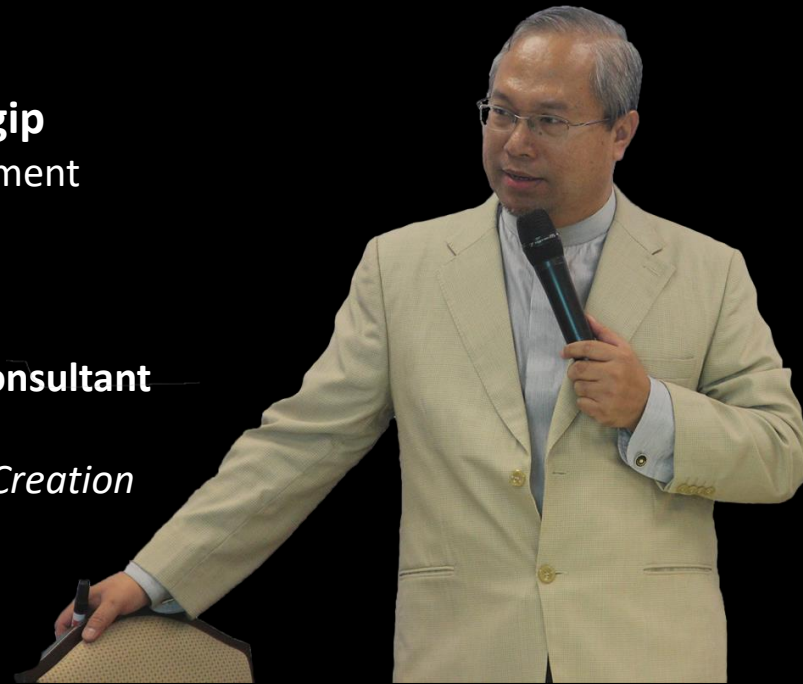
Organization: ? ? ? ? ? ? ? ? ? ? mobile no: ?

Thank you...

Prof. Dr. Ahmad Rahman Songip
Professor (V) of Innovation Management
Universiti Teknologi Malaysia

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