

Stream C: Sustainable Wealth- Creating Enterprises

INNOVATE CUSTOMERS, NOT PRODUCTS

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(MACRI)

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A bit about **MACRI...**

The **MALAYSIAN ASSOCIATION** of
CREATIVITY & INNOVATION
was founded in **April 2007**



MACRI's Objectives

1. To complement the Government's initiatives in instilling an innovative culture and to facilitate the creation of a greater pool of Malaysian innovations.
2. To promote creativity and innovation through workshops, training and other knowledge based programs.
3. To recognize and reward innovators through innovation contests and award schemes.
4. To create more platforms and avenues for innovators to showcase new ideas.
5. To provide assistance, advice and support to innovators in developing, protecting and commercializing their innovations.



The THREE
great
MISCONCEPTIONS

about **CREATIVITY**
and **INNOVATION**

Therefore,
CREATIVITY is intangible.
It is a **PROCESS** or an **ACTIVITY**.

CREATIVITY =
CREATE + ACTIVITY

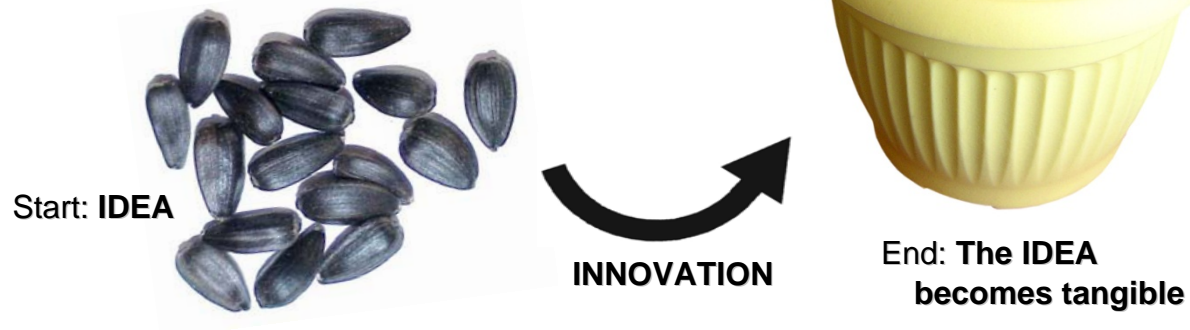
If an **IDEA** is an ORIGINAL, NOVEL THOUGHT,
what about **CREATIVITY**?

CREATIVITY is about
generating **IDEAS**
coming up with **IDEAS**
producing **IDEAS**
getting **IDEAS**
formulating **IDEAS**
recognizing **IDEAS**



What about **INNOVATION**?

INNOVATION
is the creative **IDEA**
implemented
or applied.

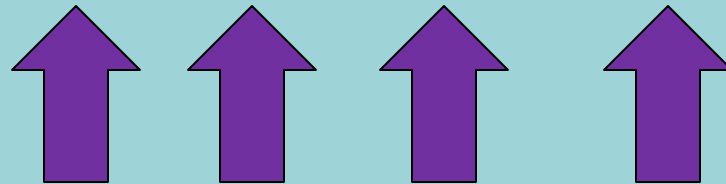


INNOVATION covers a much
WIDER area that you think!

- ➔ **PRODUCTS** eg. electronics products
- ➔ **PROCESSES** eg. manufacturing processes
- ➔ **SERVICES** eg. banking services
- ➔ **SYSTEMS** eg. education system
- ➔ **MODELS** eg. business models
- ➔ **METHODS** eg. advertising methods



PRODUCTS / SERVICES



PROCESS, SYSTEMS, METHODS, ETC.



CUSTOMER

Case Studies

- Palm Pilot, PDAs?
- Payroll Systems
- ATM & Deposit machines

What's next?

- Get customers involve in product development
- Hold tech. seminars to expose to customers
- Max. on social media tools

What's next?

- Develop Innovative Culture (hamper vs seminar tickets)
- Link with an Innovation Driven NGO
- Hold Ideas competition

Conclusion

- Don't let your customers lag behind in your innovation drive