



Accelerating SMB Growth in 3 steps



Minimal Risk Innovation (MRI™)

Wie können Unternehmen trotz verschärfter Globalisierung & Reglementierung, die Früchte der Digitalisierung & Innovation mit Minimalrisiko ernten?

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Dipl.-Ing. Dr. Roger Hage

Wien, 14.12.2016

Wer kennt Ron Wayne?



Wer kennt Steve Sasson?





Roger Hage | INNOVATION Expert
www.regenmaker.com



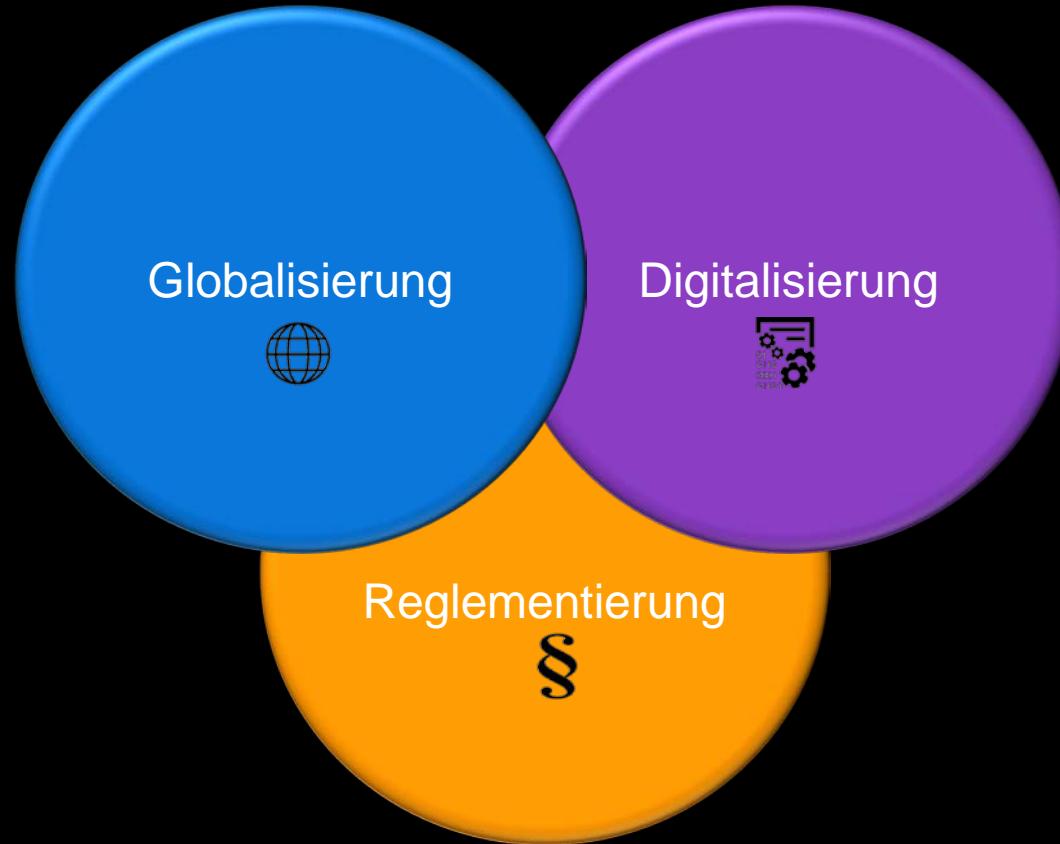
Barbara Streimelweger | RISK Expert
www.stragere.at



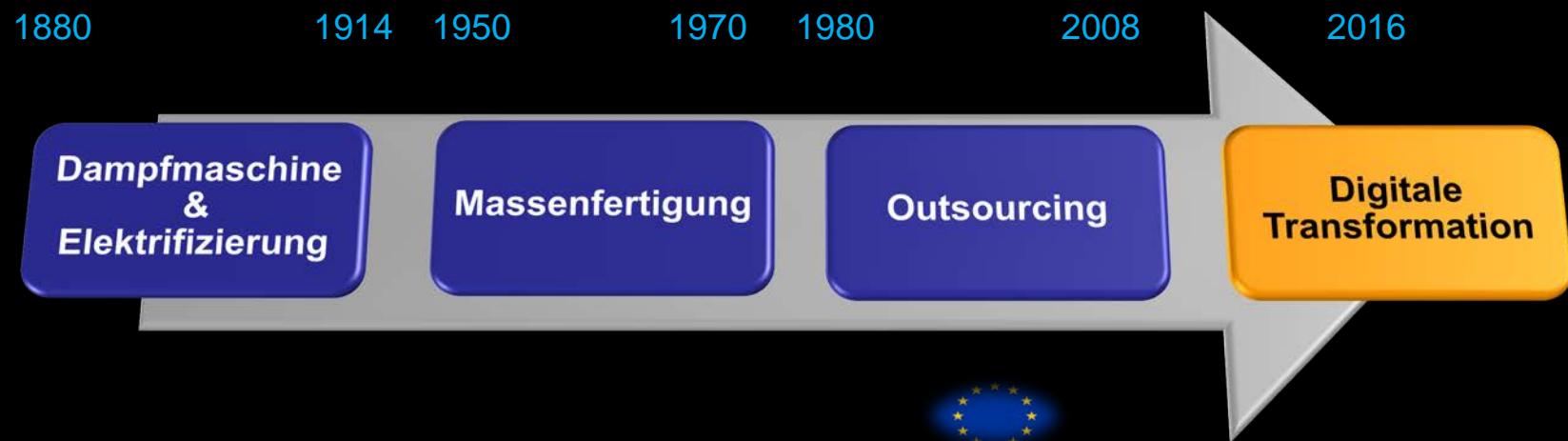
AGENDA

- Herausforderungen heutiger Unternehmen
- Innovation/Risiko Paradox
- MRI™ – die Lösung
- Conclusio

Herausforderungen

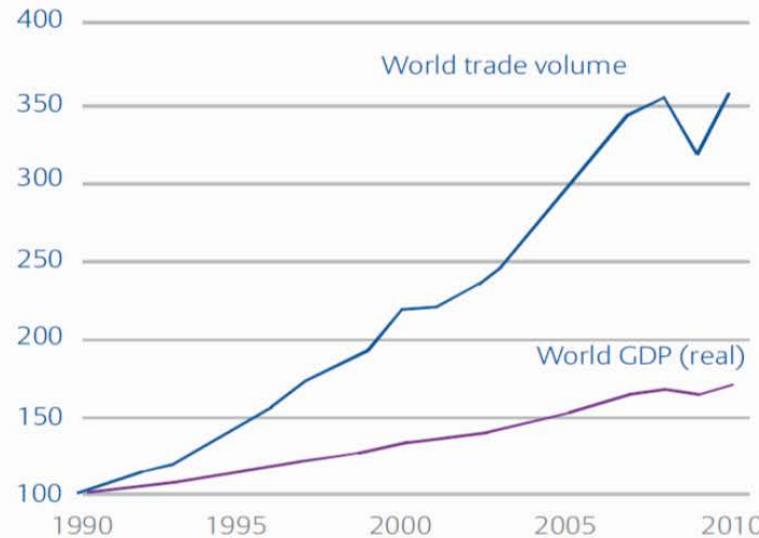


Globalisierung

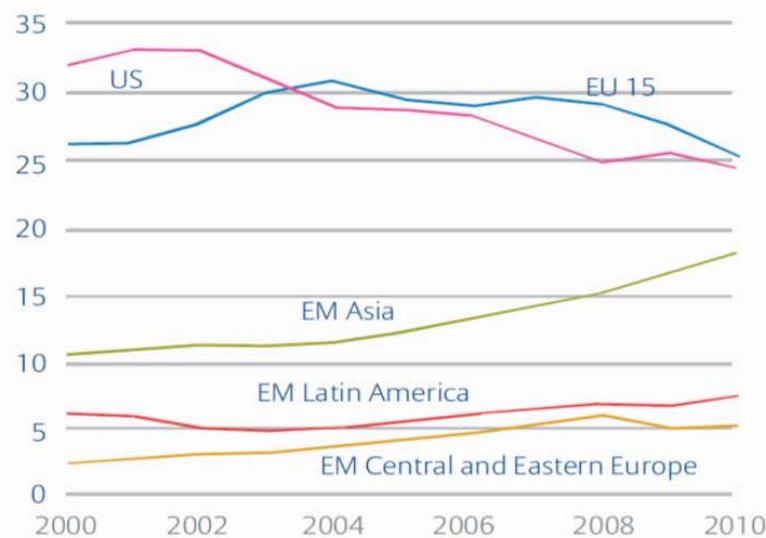


Globalisierung

World trade volume and world GDP
(Index, 1990 = 100)



Share of world GDP
(in %)



Source: EcoWin, own calculations

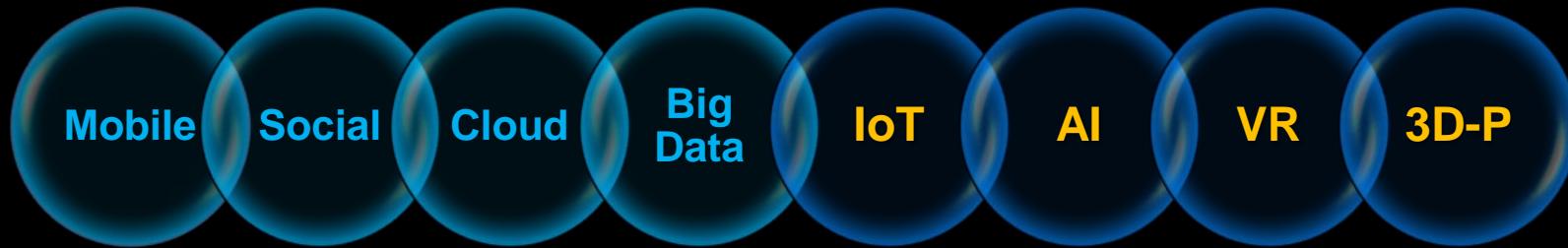
Digitalisierung



Digitalisierung



Technologietreiber der digitalen Transformation (Tx)



Digitalisierung



CIO
Innovation

CIO
Information

CRO
Risk

CSO
Security

CDO
Digital

CDSO
Digital Security

STAMFORD, Conn., June 6, 2016

[View All Press Releases](#)

Gartner Says By 2020, 60 Percent of Digital Businesses Will Suffer Major Service Failures Due to the Inability of IT Security Teams to Manage Digital Risk

Gartner Special Report Looks at Cybersecurity at the Speed of Digital Business

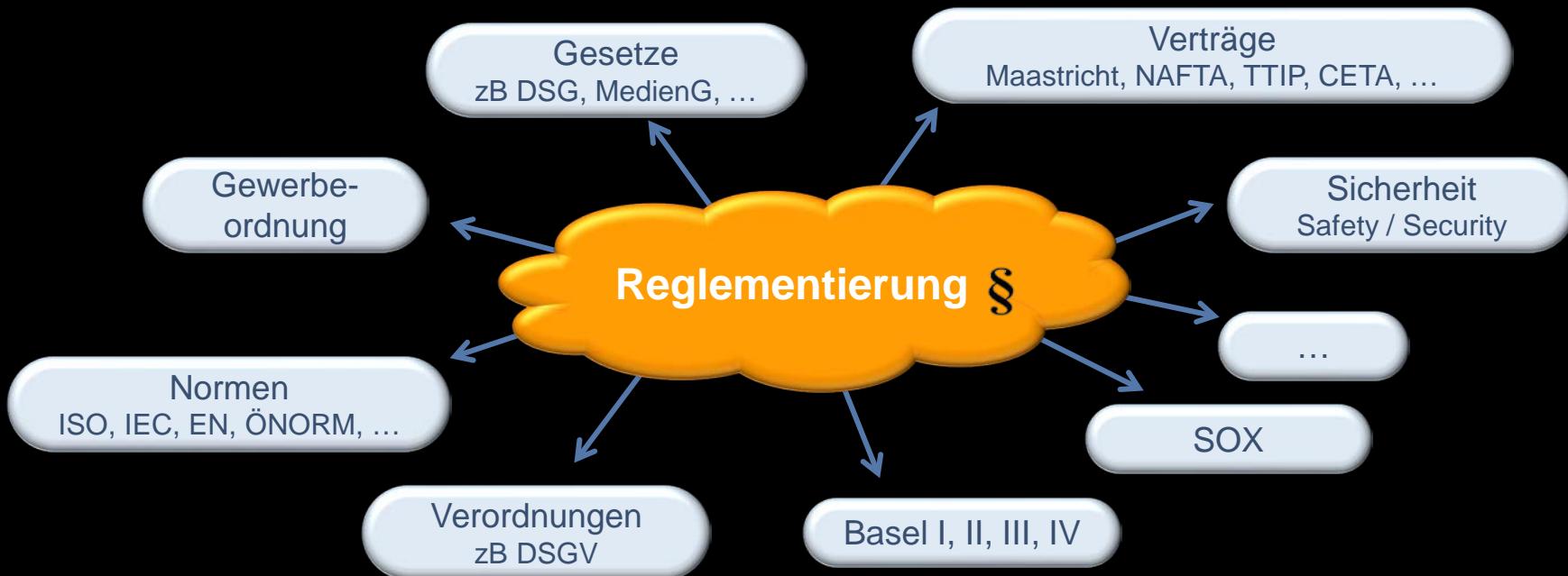
Reglementierung §

VERORDNUNG (EU) 2016/679 DES EUROPÄISCHEN PARLAMENTS UND DES RATES

vom 27. April 2016

zum Schutz natürlicher Personen bei der Verarbeitung
personenbezogener Daten, zum freien Datenverkehr
und zur Aufhebung der Richtlinie 95/46/EG
(Datenschutz-Grundverordnung)

Reglementierung §



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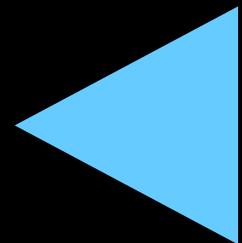


RISIKO

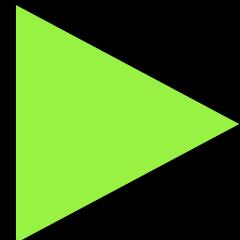
INNOVATION

Das Paradox

Risk < Uncertainty < Change ☹
> Management & Control

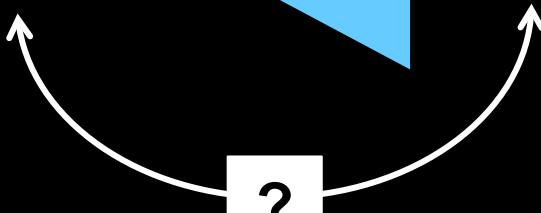


Innovation !



Competitive
Advantage ☺

?





GLOBALISIERUNG
DIGITALISIERUNG



RISIKO

Startup

?



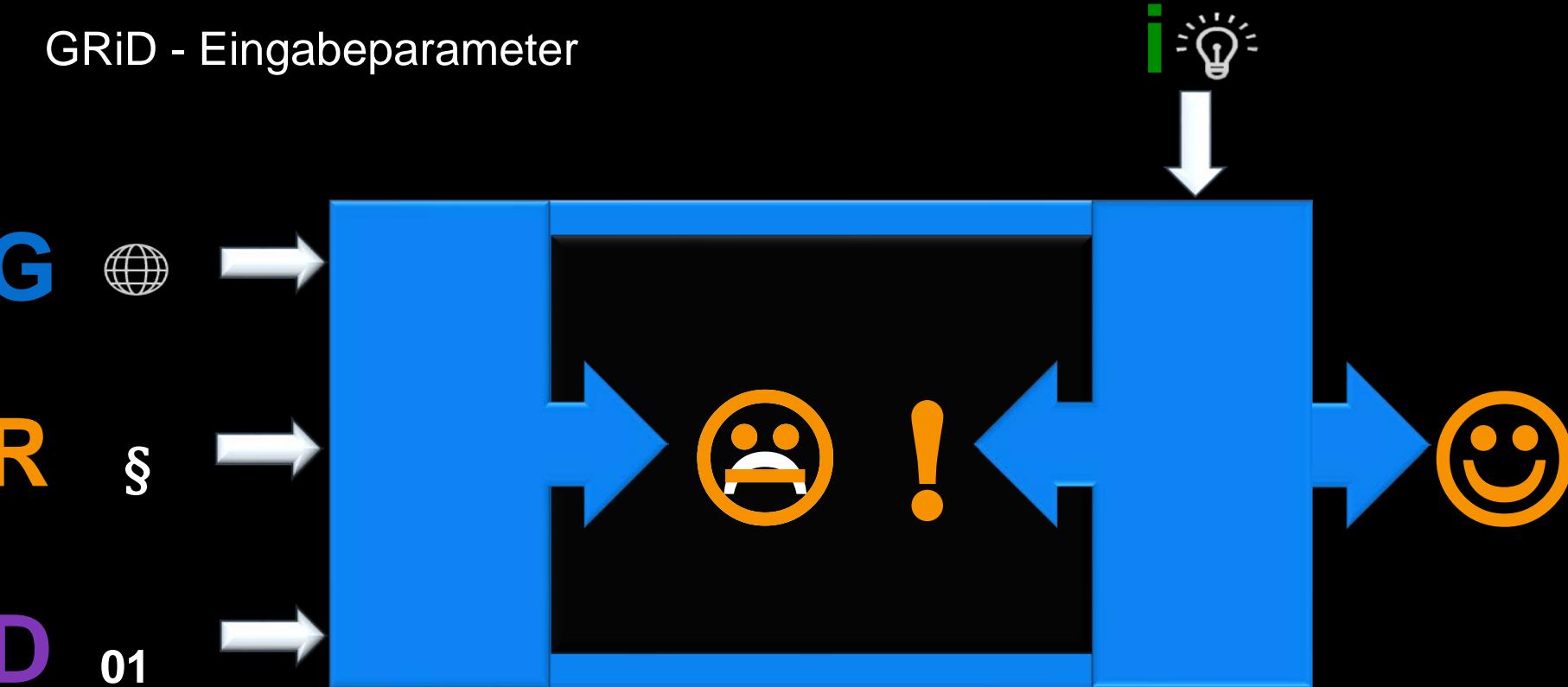
GLOBALISIERUNG
DIGITALISIERUNG

KMU

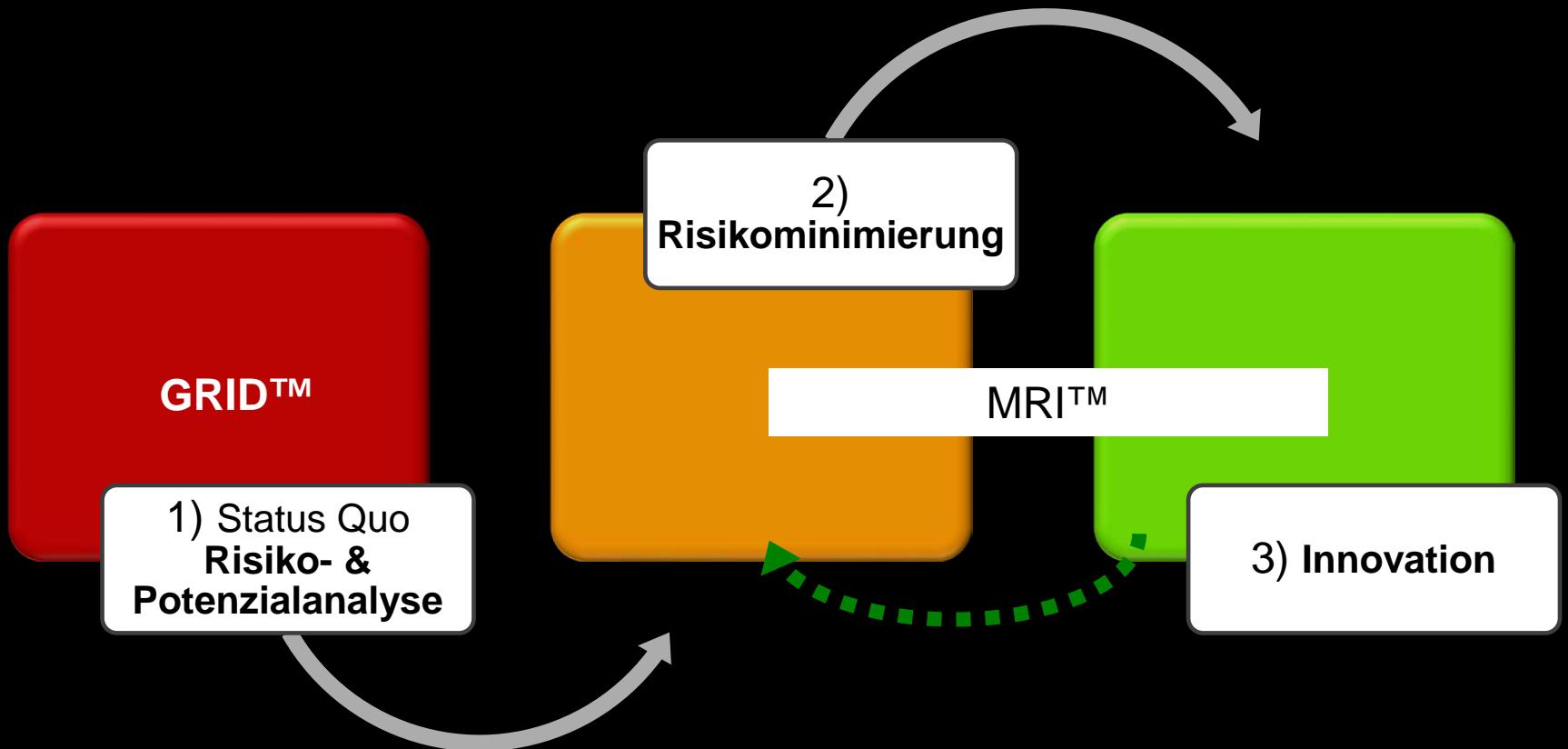
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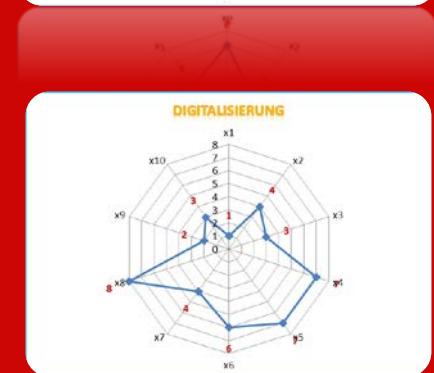
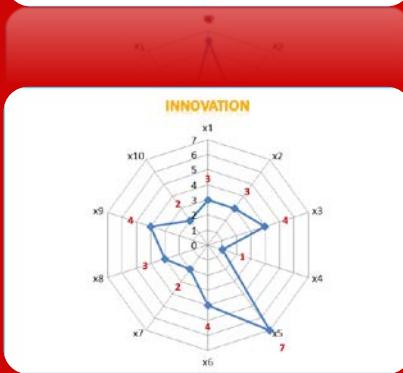
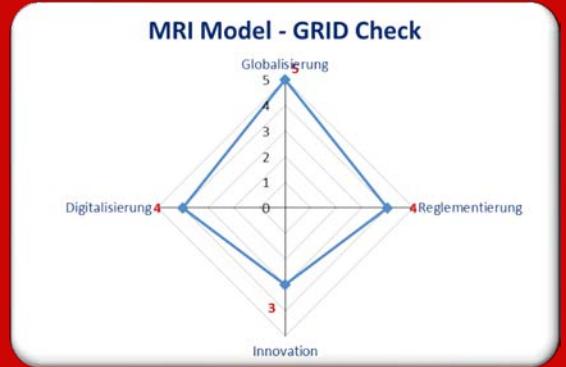
Regelkreis und Rückkopplung



Lösung: 3 Phasen-Modell



Phase 1: GRID™ Analyse



Phase 2: Risikominimierung

Brainstorming

PESTEL

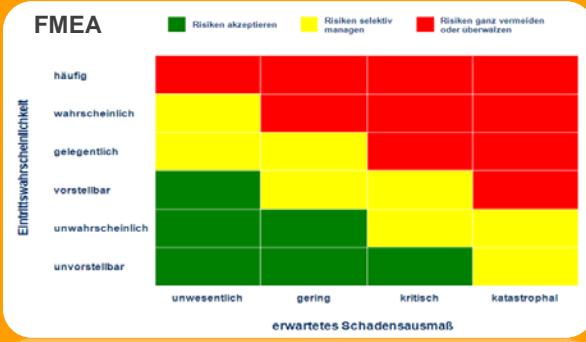
SWOT

Fish Bone
Diagram

CIRS

...

Risiko-
identifizierung



FMEA, FMECA, RAMS, SIL, ...

Risiko Analyse &
-bewertung

Risikovermeidung

Risikominimierung

Vorbeugende
Maßnahmen

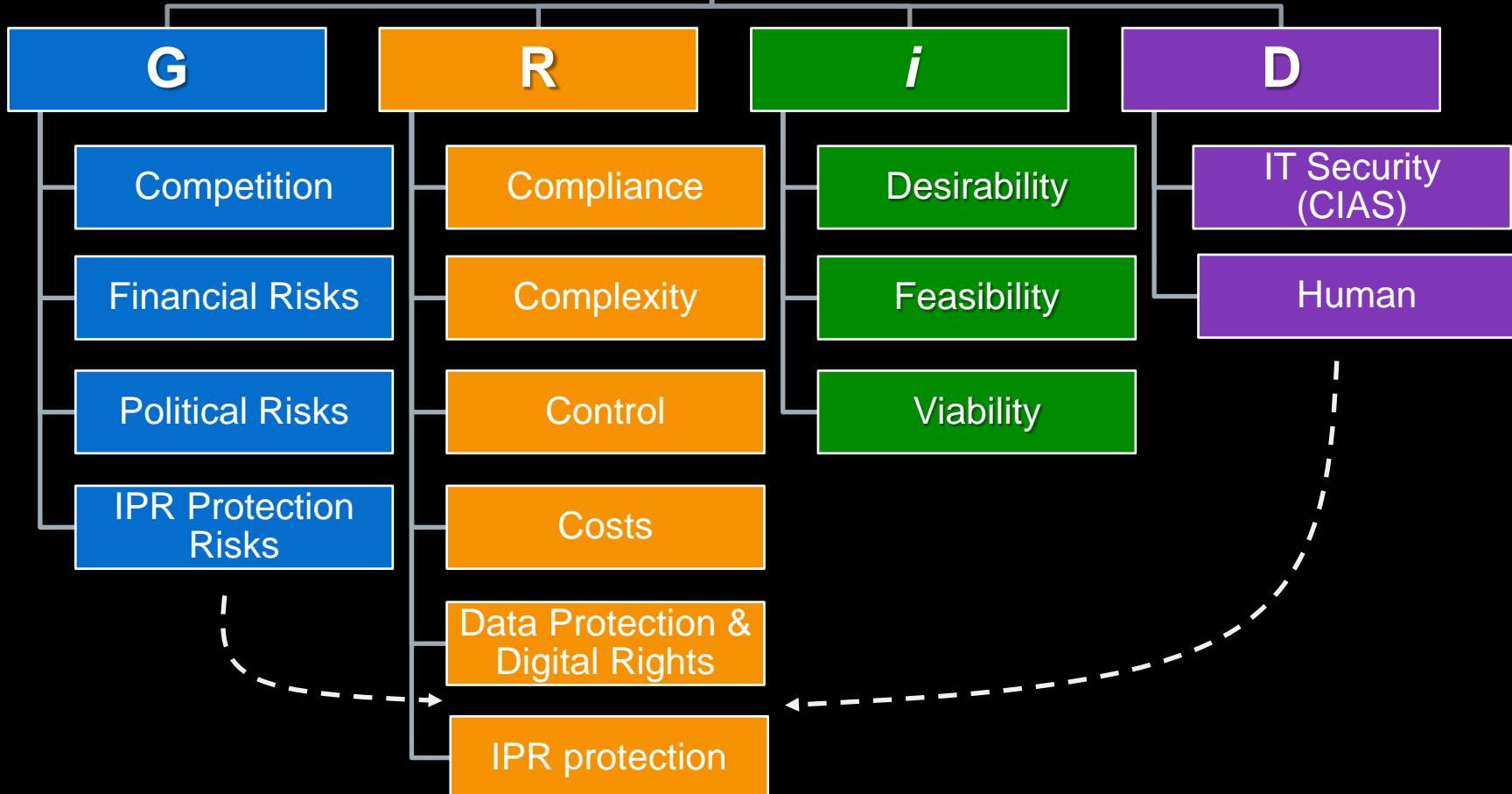
Contingency
Plans

Controlling –
Monitoring –
Supervision

...

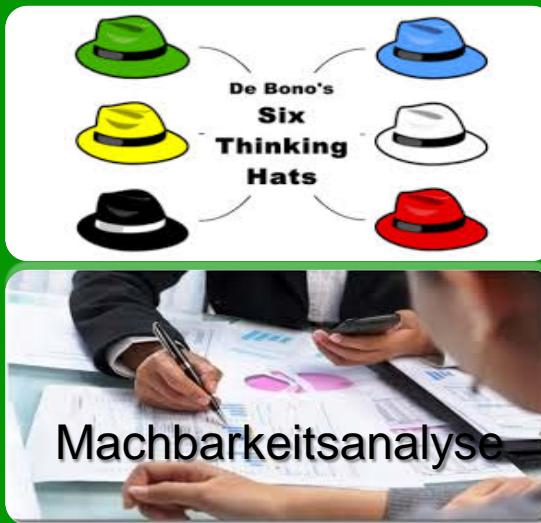
Risikobe-
handlung

! Risks !



Phase 3: Innovation

Kreativitäts-techniken
SCAMPER
Brainstorming
Design Thinking
BMI
Blue Ocean
TRIZ
...



Ideenfindung

Ideenbewertung

Ideenumsetzung

System 2: Cognitive (slow)

System 2b
conscious &
subconscious
irrational
intuitive
imagination
Diffuse

System 2a
conscious
analytical
rational
intelligent
memory
focused

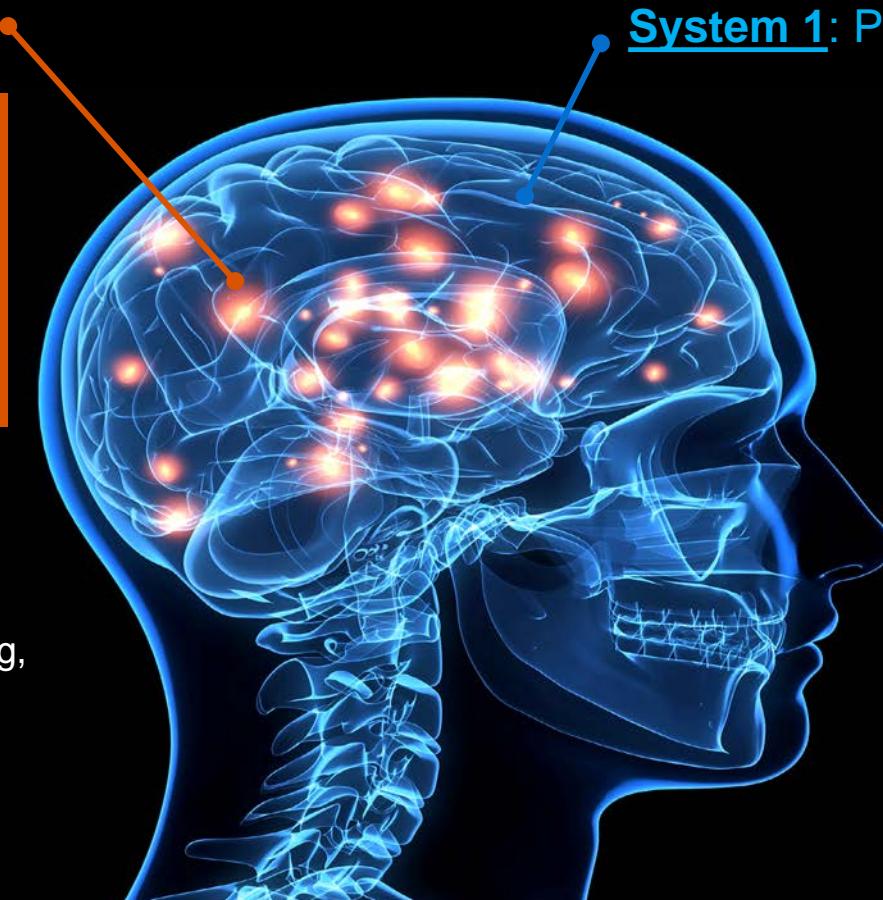
Intuitive Creativity
Inventing Problems
Future > Present

Systematic
Problem Solving,
Risk Analysis &
Project Mgmt
Past > Present

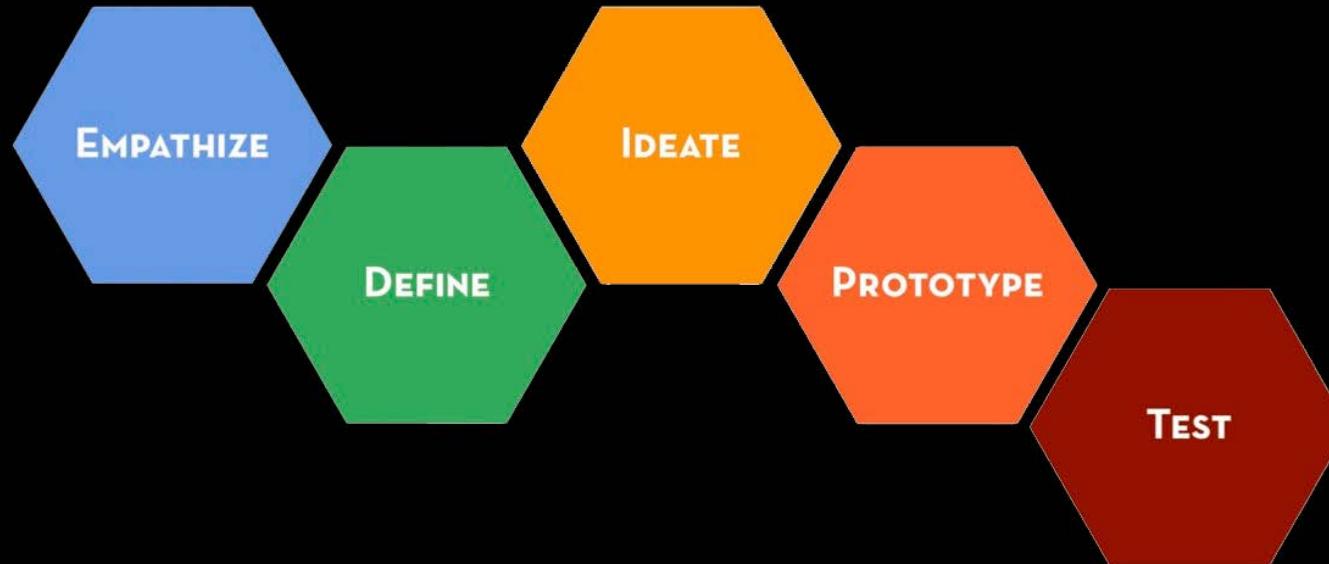
System 1: Primitive (fast)

subconscious
Simple
Instinct
emotional
If ... then ...
Reflex
mechanical
automatic

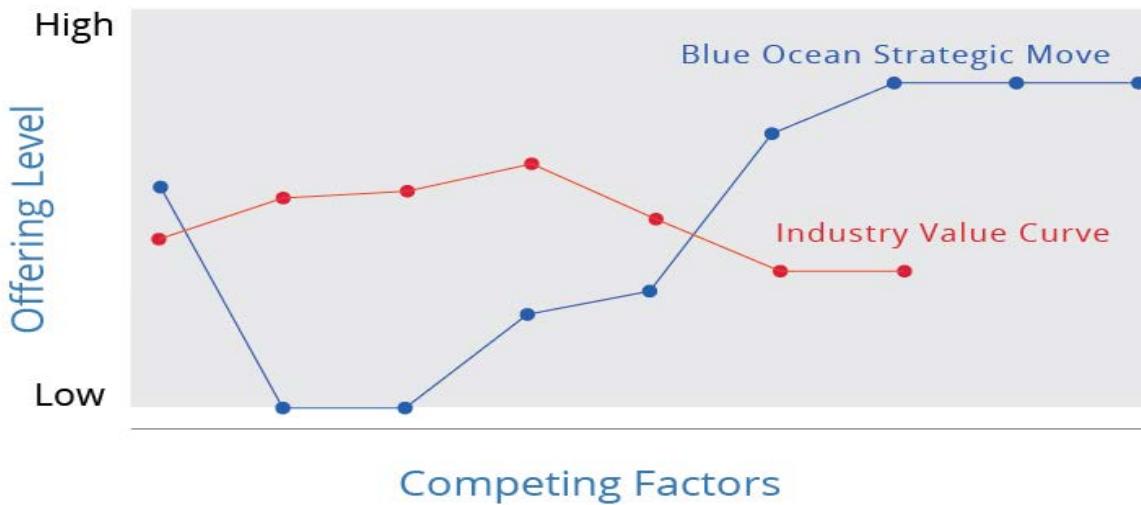
Culture, Beliefs,
Constraints,
Regulations



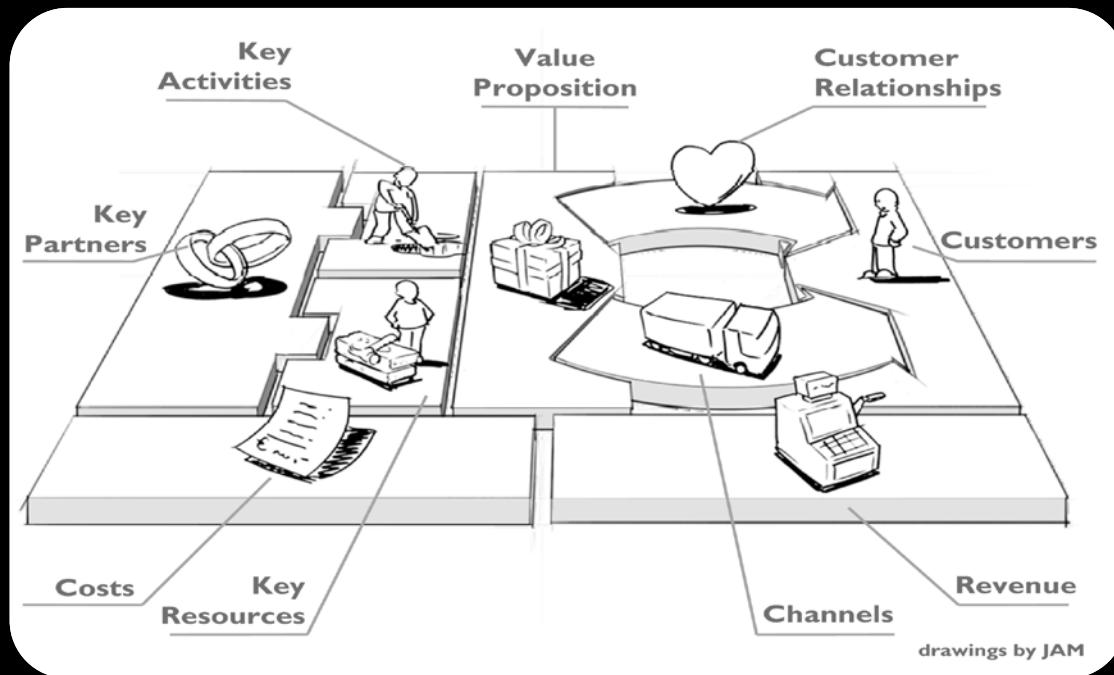
Design Thinking Model



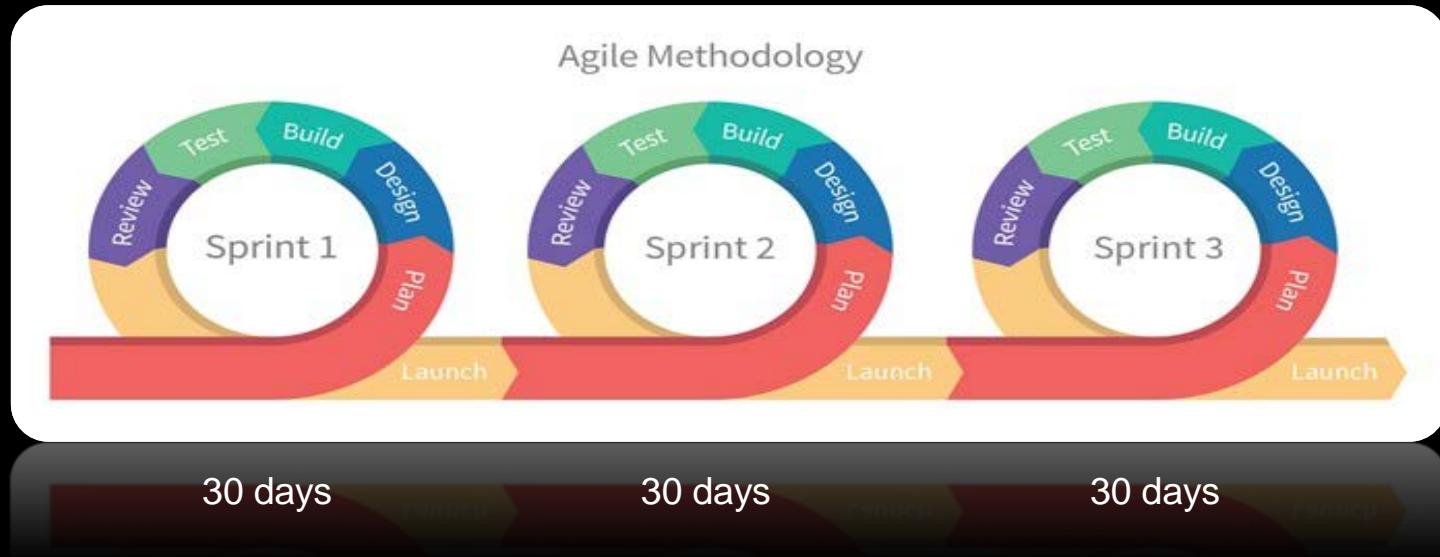
Blue Ocean Strategy



Business Model Innovation



Agile (SW) Development (SCRUM)



Lean Innovation (Startup)



MVP to test the hypotheses
Problem-Solution Fit

PMF to demonstrate sales success
with real product before scaling

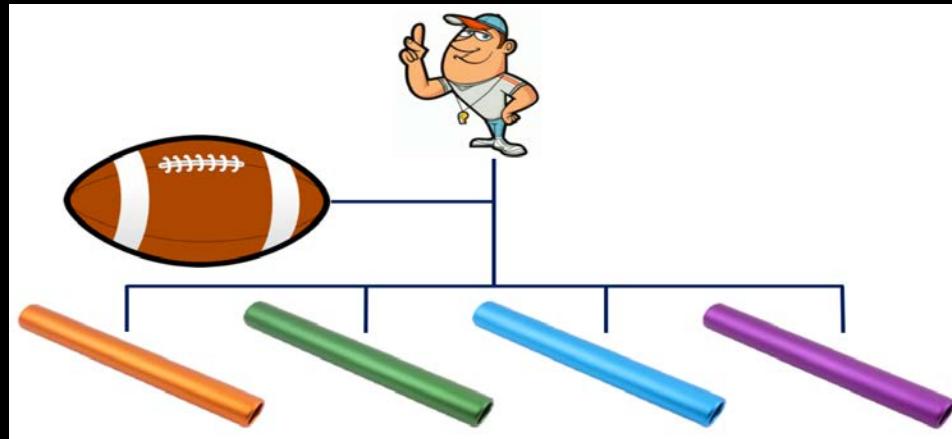
Build > Measure > Learn (Pivot?)

Legend:

MVP - Minimum Viable Product, PMF - Product-Market Fit

Die Auflösung des Paradox: Dual Operating Systems

Netzwerk Org.
(Bahnbrechende
Innovationen)



Hierarchien & Prozesse
(Inkrementelle Innovationen)

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GRiD™ Canvas



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Conclusio

1) G-R-D Risiken als Chance nutzen

2) Innovation zum Wettbewerbsvorteil einsetzen

3) MRI Philosophie alltäglich einsetzen & leben

*Danke für Ihre
Aufmerksamkeit!*

