



The Business of Innovation

Make them understand

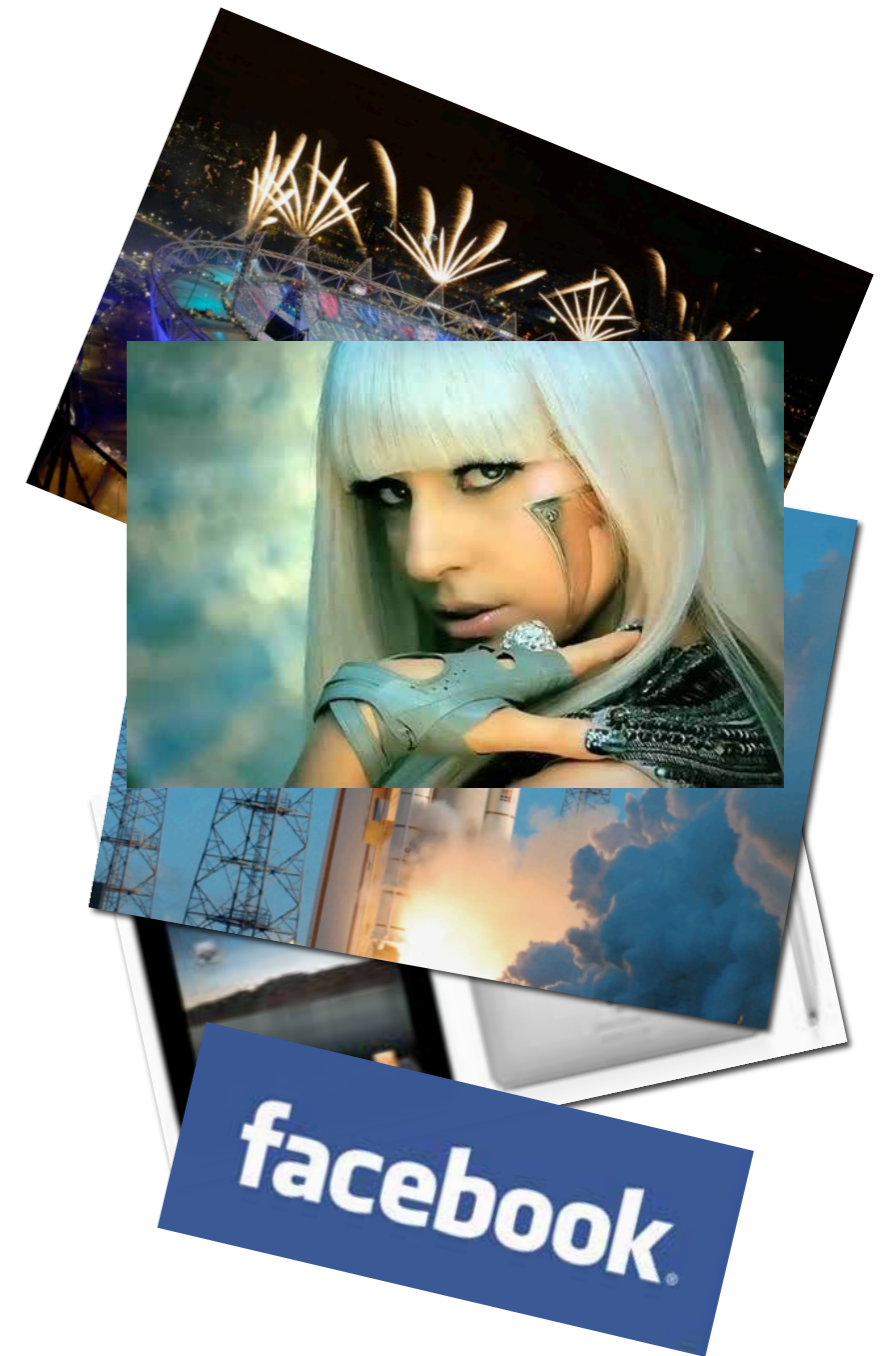
Dr Iarla Kilbane-Dawe

In the last two days we discussed how ...

The most successful innovations **match needs with skills.**

Innovations don't have to change the world, they only have to **improve something, somewhere its needed.**

People base decisions on **many factors other than consequences**, such as peer pressure, convenience, etc.

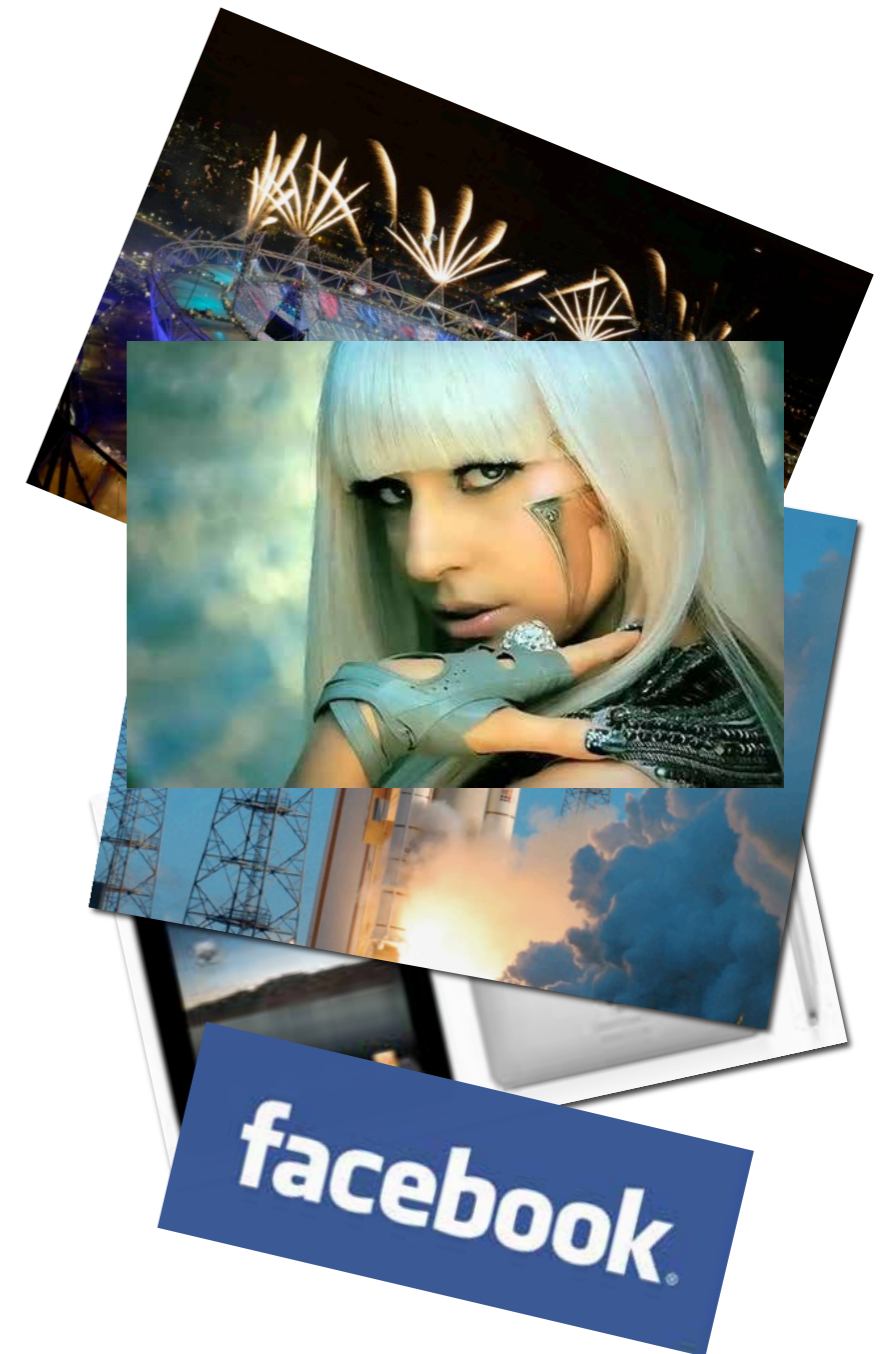


In the last two days **you** ...

Came up with new ideas. You refined ideas based on feedback from your peers.

You also discovered how **hard it is to convey ideas**. To innovate successfully, you must communicate your ideas **quickly and effectively**.

Economists talk about the **diffusion of innovations** - innovations depend on being diffused for success.

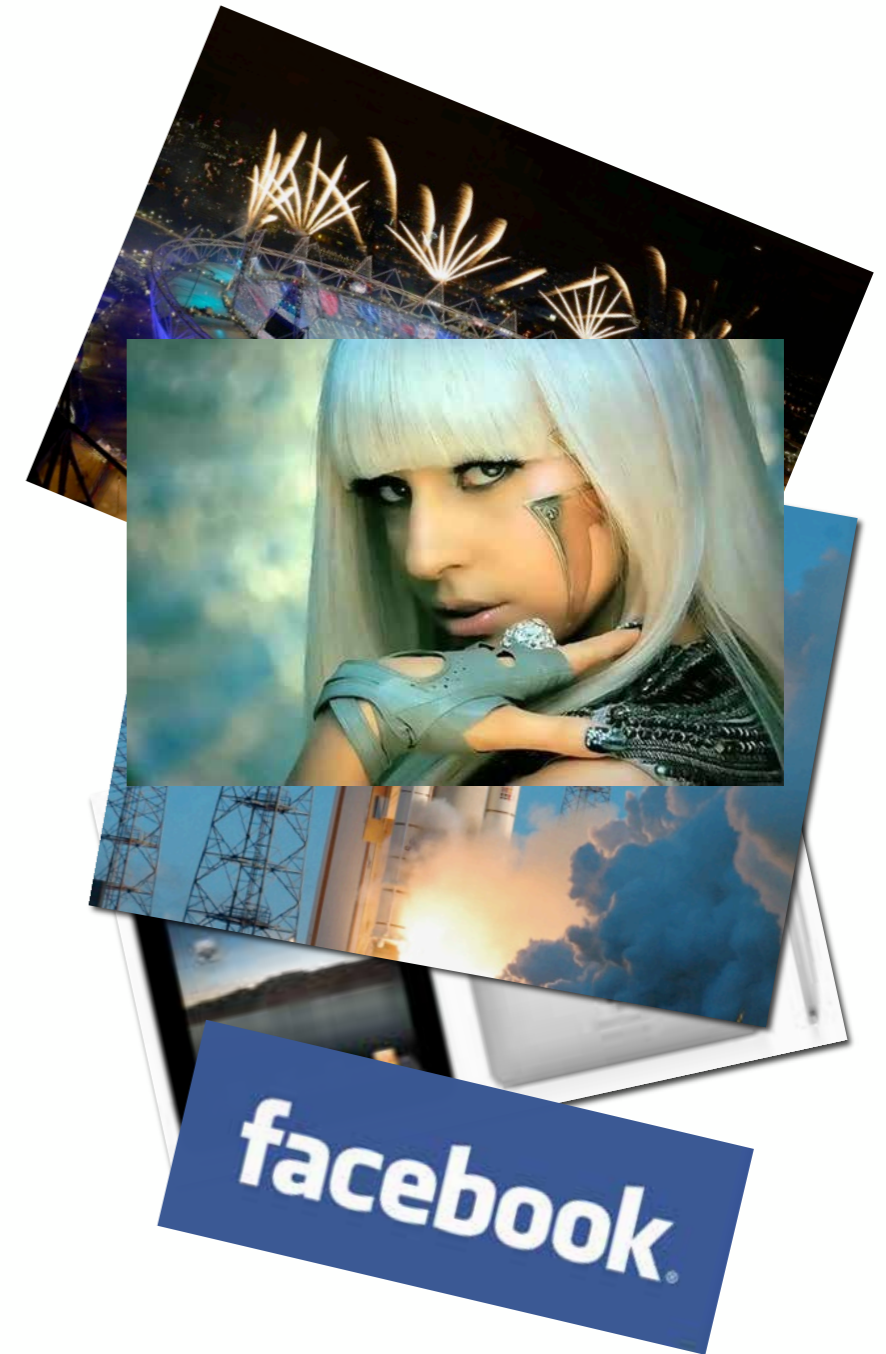


But even with an expert audience you can see how hard it is to get ideas across quickly ...

Product idea	Day 1	Day 2	Final
Crowded Out (The A Team)	25	34	
My Carbon Bank (NG – No Gimmicks)	19	34	
Fishing App (Sounds Greek To Me)	24	24	
Route Adapter (Frascati 5)	15	21	
B-Reader (North ME)	22	20	
Clear Sky (Curiosity)	26	17	
Algae For Life (GAIA)	13	17	
Agent Crop (Innova)	6	16	
Tricorder (The World In a Team)	20	13	
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In science we are used to ...

- Being listened to for long periods and through detailed explanations.
- Having an audience that is highly literate and competent.



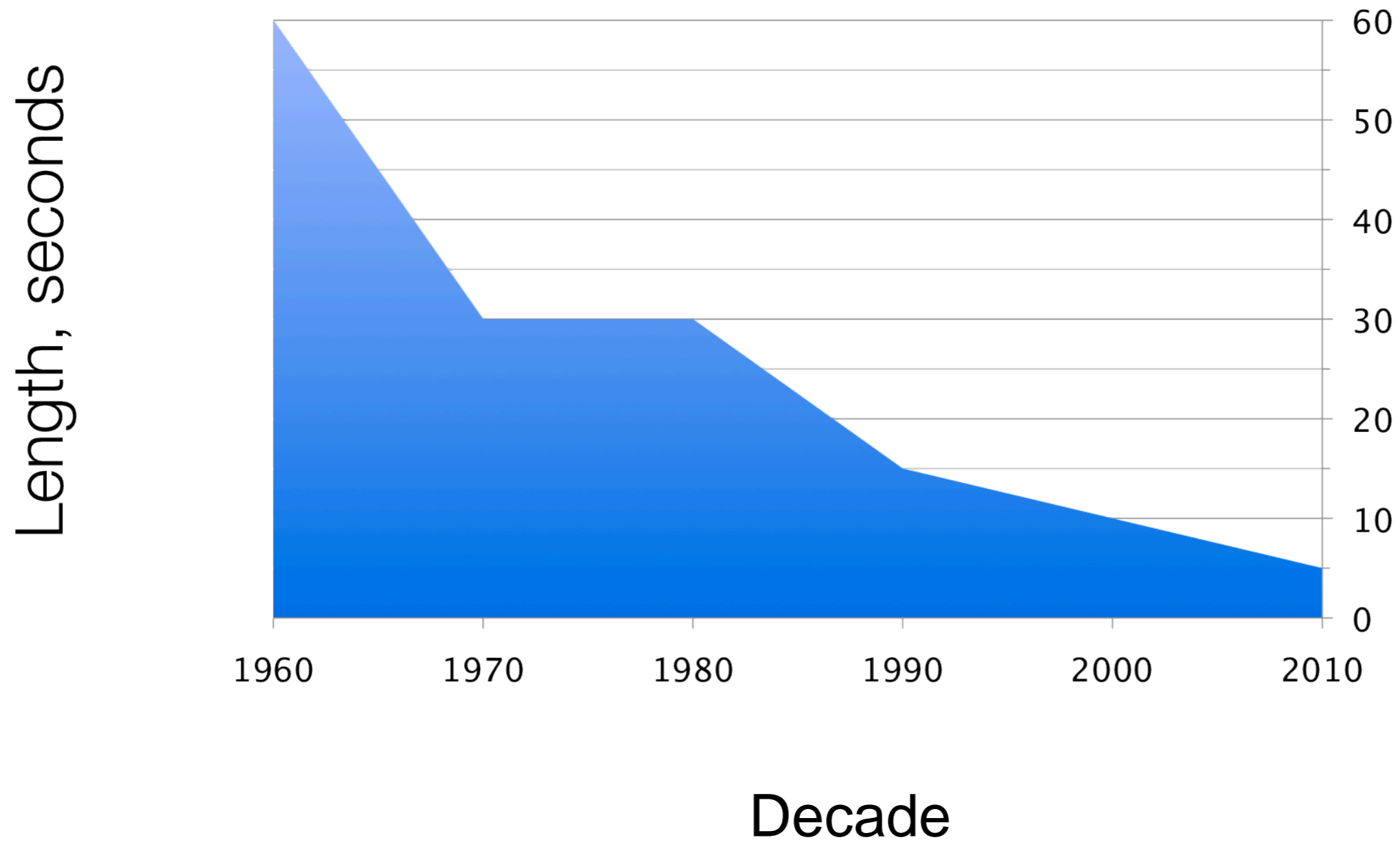
Our mission for today ...

How to get your ideas across.

- Make it pretty
- Keep it simple and brief
- Get your message right



Minimum length of TV Commercials



Tell me what you think is on offer with these two texts

Millions of people enjoy [redacted] because of its crisp, clean taste that really quenches your thirst. But [redacted] also has an honest, straightforward attitude that sets it apart from other soft drinks. Sprite [redacted] encourages you to be true to who you are and to obey your thirst.



open happiness™

Tell me what you think is on offer here

If you're ready to build a movement -- based on the issues you care about, and to change the political process itself -- now's the time to get involved locally.

If people like you decide to take control of this campaign locally, we'll be able to win this election and do what must be done: end this war in Iraq, make sure everyone has health coverage, make our economy fairer, and rebuild America's leadership role in the world. But it all starts with changing our politics.

If you decide to own a piece of this campaign and take it to the next level locally, we will win this election. We'll also prove that mass participation at the grassroots can change the dynamic of a political system -- a system that too often leaves the people behind.



Do you think you're any different?



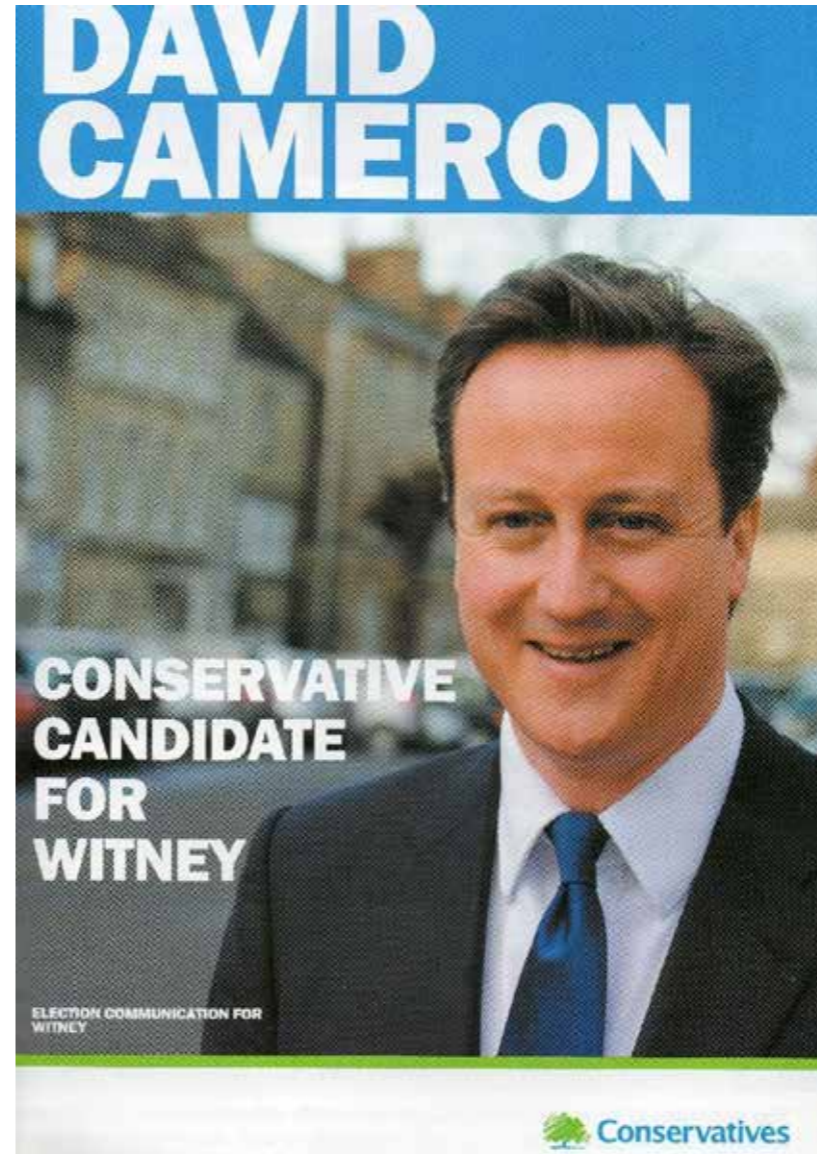
Pizza Hut
Valentine Pair Deals
Buy One Free One
13th February - 11th March 2009 (Take Away & Delivery only)

Buy 1 Large Pan Pizza at RM28.90
(Supremes range)
get
FREE * 1 Large Crunchy Crust
(Family Favourites range)
worth RM25.90

Everyday.com.my
Free

*Terms & Conditions:
*Must be the same large pan pizza purchase only. *Not for Take Away & Delivery
*Subject to 5% S&T and RM2 delivery charge. Not valid with other offers.

Delivery
Call **1-300-88-2525**
Online Ordering: www.pizzahut.com.my
Pizza Hut
HOT DELIVERY!
1-300-88-2525




DAVID CAMERON

CONSERVATIVE CANDIDATE FOR WITNEY

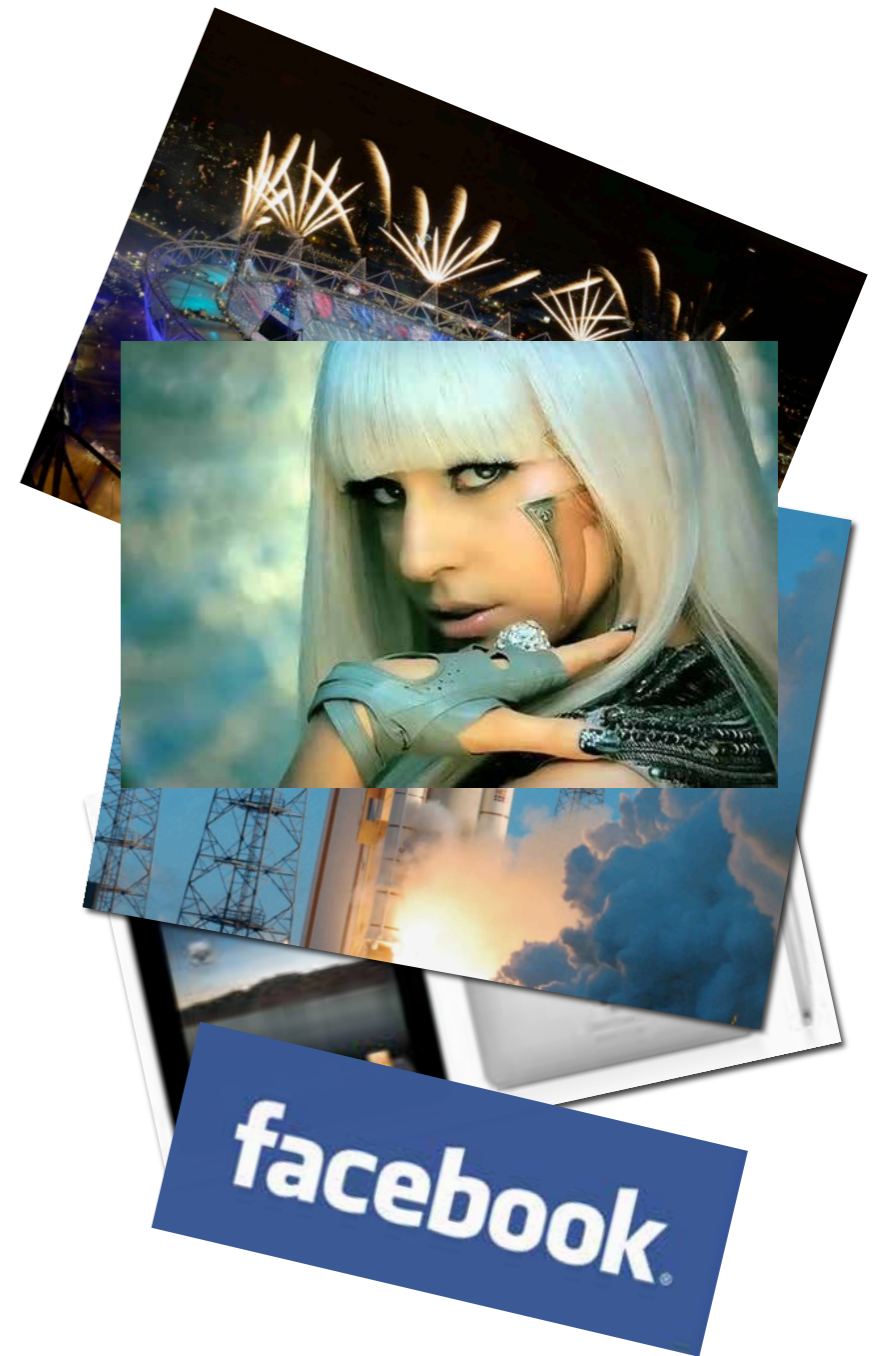
ELECTION COMMUNICATION FOR WITNEY

Conservatives

In the UK  of people don't understand percentages. A similar proportion cannot understand sentences longer than 23 words.



To communicate with the vast majority of the population, you must use simple language, short sentences and nothing numerical or mathematical except for the very simplest of expressions.



Getting your message right using **The Theory of Planned Behaviour**

Conduct a survey or interviews using **TPB factors** to define the questions.

Analyse the results to determine **what factors are most important to your audience or market.**

Construct your message to **reflect the factors that are important to your audience.**

Getting your message right using **The Theory of Planned Behaviour**

A model of factors people consider in planning and executing their actions. Can explain c. 40% of behaviour.

Attitude

Your message must influence the attitude to the behaviour

Subjective norm

It should indicate that the behaviour is popular.

Moral norm

It should make the behaviour feel like a good thing to do.

Past Experience

It should reflect previous experiences.

Perceived Control

Your message should encourage a sense of greater control.

Situational

It should reflect the customer's situation.

Consequences

It should set out positive consequences, consistent with moral norm.

Analyse this text – what do you see?

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Consider factors of
Theory of Planned
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Past Experience

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Notice how each paragraph repeats every one of the TPB factors that are being applied.

Now look at this one again

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Compare and contrast

airTEXT sends SMS alerts to vulnerable individuals when air pollution is expected to be high.

airTEXT users can ensure they have their medication and take appropriate action. The service is provided for free by London's 33 Councils.

Remember the last time your asthma flared up? Over 6000 people in London have decided to use airTEXT, because it gives them more control of their condition, by warning them when pollution could worsen asthma. airTEXT is the right choice because it's always conveniently with you on your mobile phone.

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Compare and contrast

Climate change is expected to increase global average temperatures by 2-4C by 2100 and is driven by anthropogenic forcing. Significant losses of biodiversity are expected to reduce crop yields and ecosystem services, with substantial effects on economic growth around the world.

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You and I cause climate change and by the time we're 50 heatwaves like 2003 could happen most years, with thousands dying every summer. Our lives will be badly affected by droughts and refugees fleeing famine and war. But millions of people like you have decided to make changes to stop it. It's easy to do, and the right thing to do, so act now!

Final exercise: Revise your pitch using the TPB

In the next 5 minutes:

Using the 7 factors from the Theory of Planned Behaviour, revise your pitch. Try to include as many of the TPB factors as possible.

Now make your final pitch.

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Past Experience

The grand finale...

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Key messages

- Innovation is about using **your skills** to meet the **needs of others**.
- This means **understanding what those needs are, as efficiently as possible**.
- The **greatest benefit** comes from innovations that **are disseminated effectively**.
- Usually, doing this well means teamwork. **Very few of us have all the skills needed**.

My final message to you

The human race faces the greatest challenge in its history – Climate Change. We are scientists who understand Climate Change. The rest of the human race does not.

If we want the World to make the radical changes needed to mitigate dangerous Climate Change, it is incumbent on us not only to develop the solutions to the problem, but to communicate our knowledge in ways that the rest of the human race can understand and in ways that address their needs.