

# Leading Global Innovation for International Market Success

## SVPMA Monthly Meeting

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**INNOVATE**

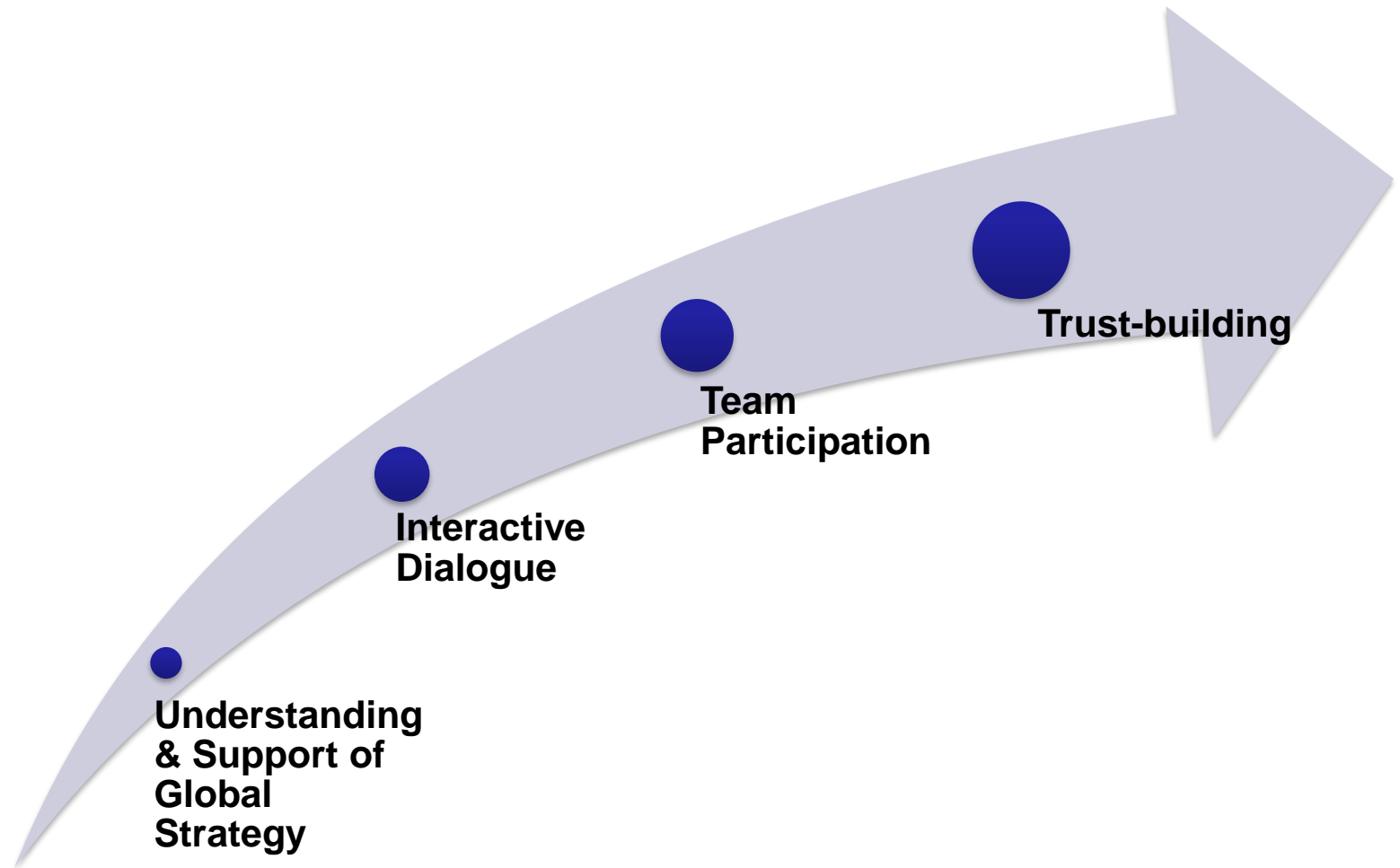
**IDEAS** **TEAMWORK** **VISION** **CREATIVE** **MARKET** **PLANNING** **ANALYSIS** **CONCEPTS** **BUSINESS** **ACCOUNTING** **COMMUNICATION** **MANAGEMENT** **IDEA** **ONLINE** **STOCK MARKET** **EFFICIENCY** **MOTIVATION** **STRATEGY** **CONNECTION** **SHARES** **DATA** **TEAM** **NETWORK** **EXPERTISE** **ADVICE** **GLOBAL** **PLANNING** **RESEARCH** **PROFIT** **IDEA** **SALES** **INVESTMENT** **INTERNATIONAL** **COMMUNICATION** **PEOPLE** **PLANS** **DATA** **BUSINESS** **GROWTH** **DEVELOPMENT** **PRODUCTION** **INTEGRATED** **WORLD** **CONCEPTS** **TEAM** **CONNECT** **STOCK MARKET** **EFFICIENCY** **MARKETING** **PEOPLE** **CONNECTION** **DATA** **COMMUNICATION** **MARKET** **DATA** **EXPERTISE** **CONNECT** **IDEA** **TEAM** **PEOPLE**

# Achieving Global Performance

**The inability of leaders to facilitate global innovation and collaboration affects organizational performance:**

- Concept design
- Strategic planning
- Marketing
- Operational efficiency
- Customer connection
- Global sales performance

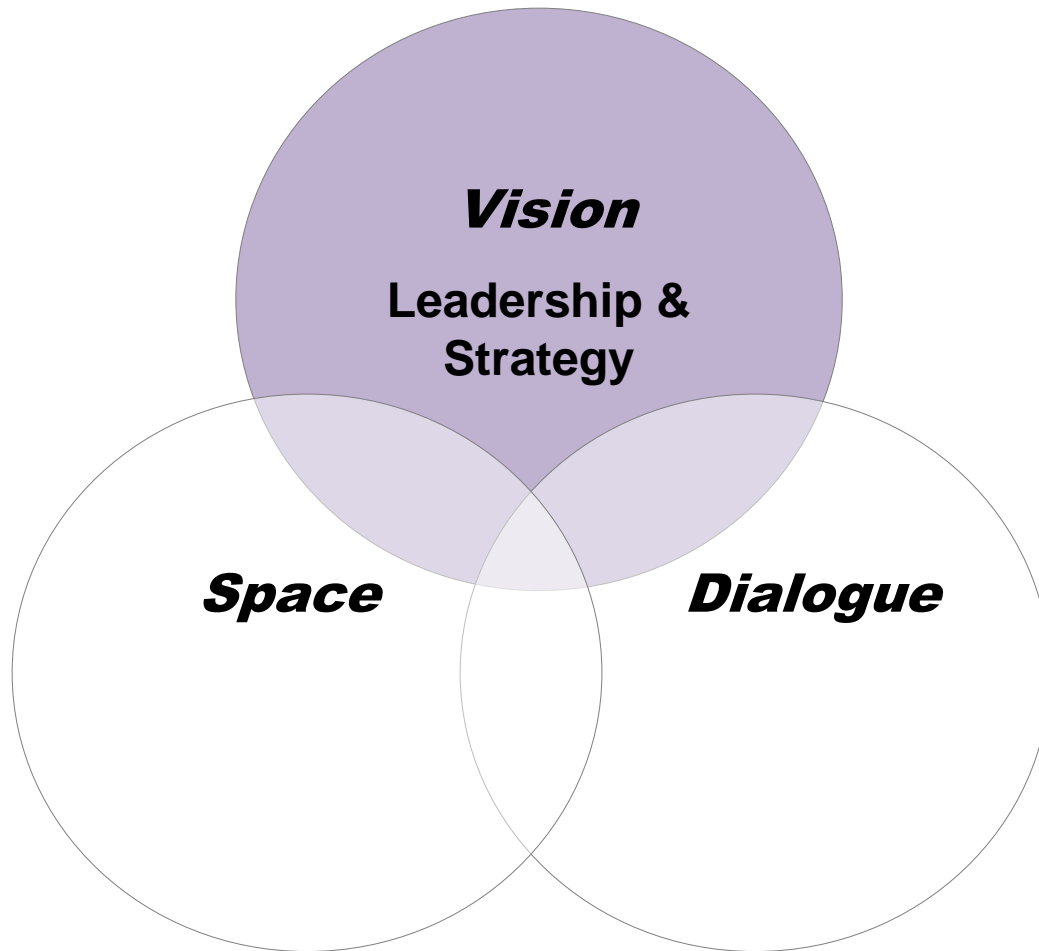
# Multicultural Collaboration Challenges



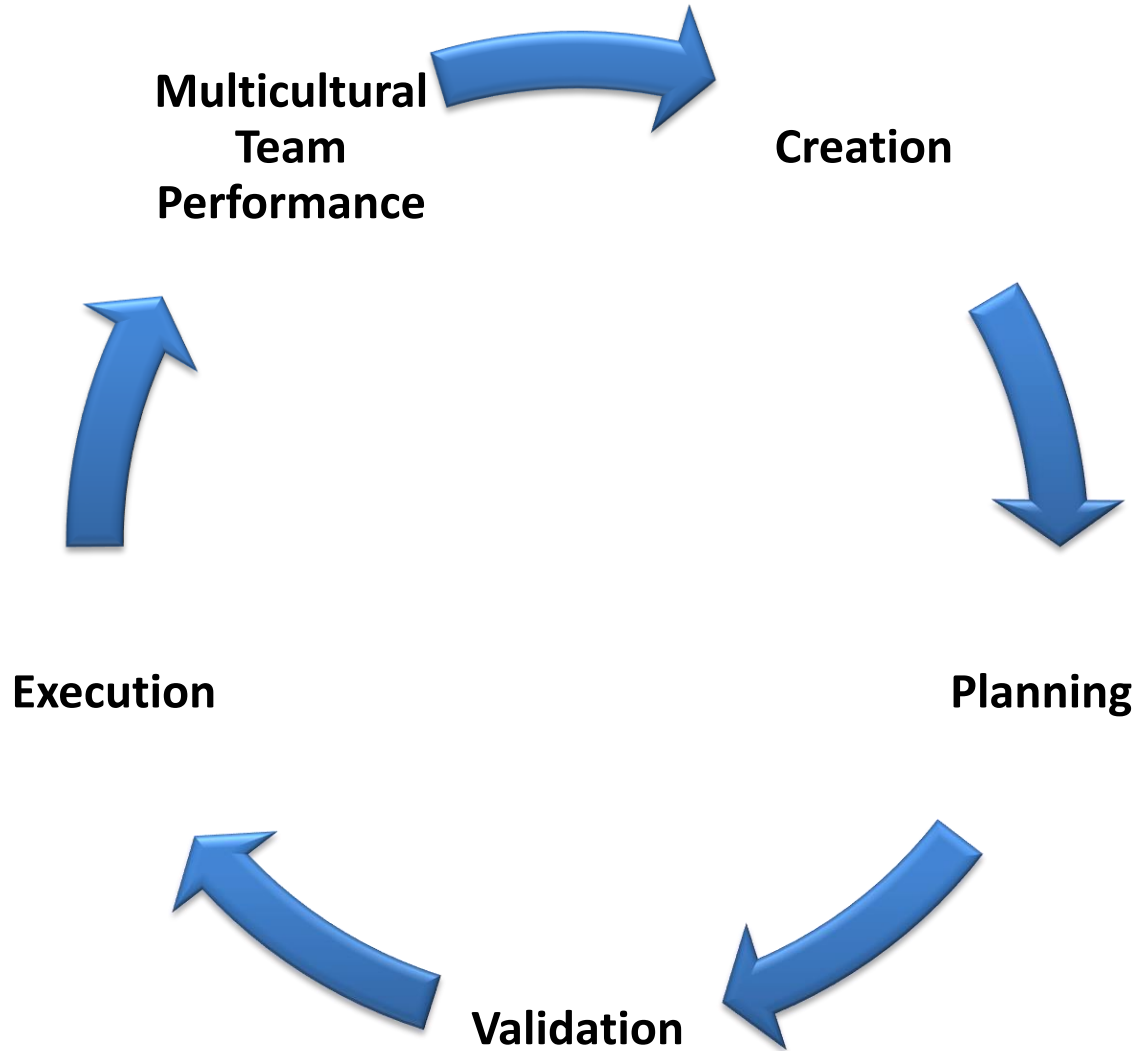
***A majority (88%) listed culture as a predictive element in global team work.***

# Leading Global Innovation



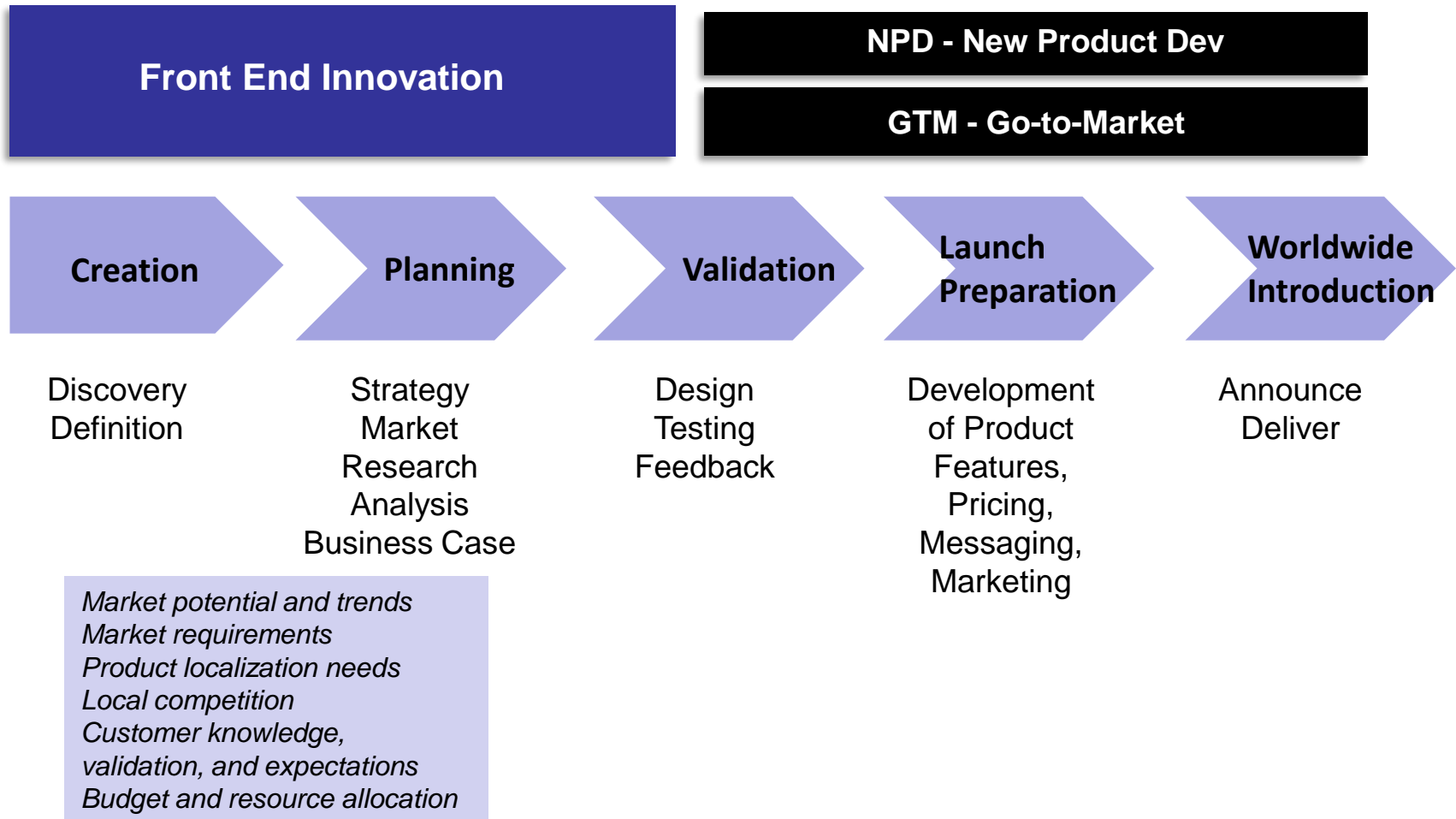


# Global Leadership Style



Source: Leading Global Innovation,  
Dr. Karina Jensen, 2017

# Global Product Innovation Process



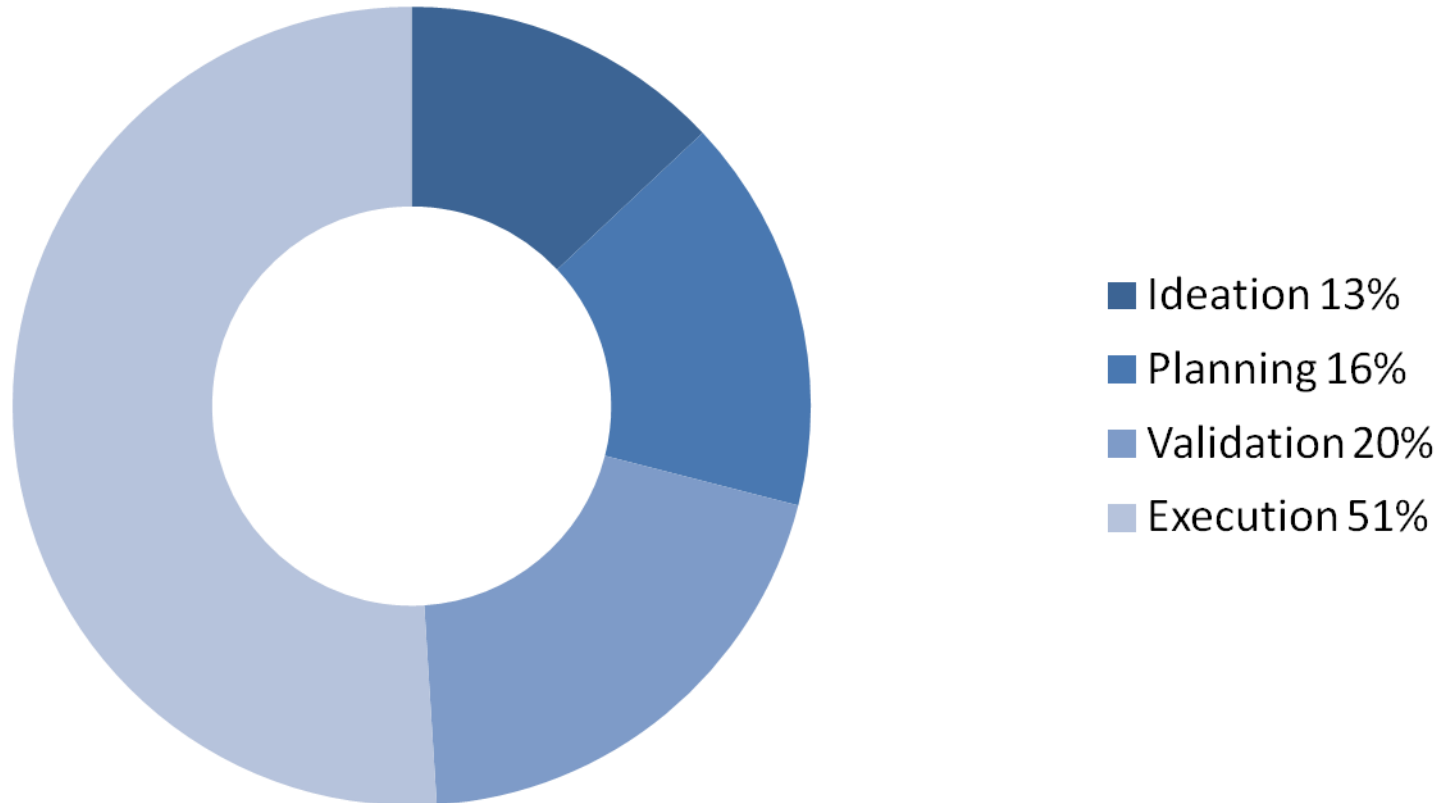
**70% indicate that trust-building and creativity occur during front-end phase.**

Source: Global Innovation & Collaboration Study, Dr. Karina Jensen, 2014



# Global or Local Strategy?

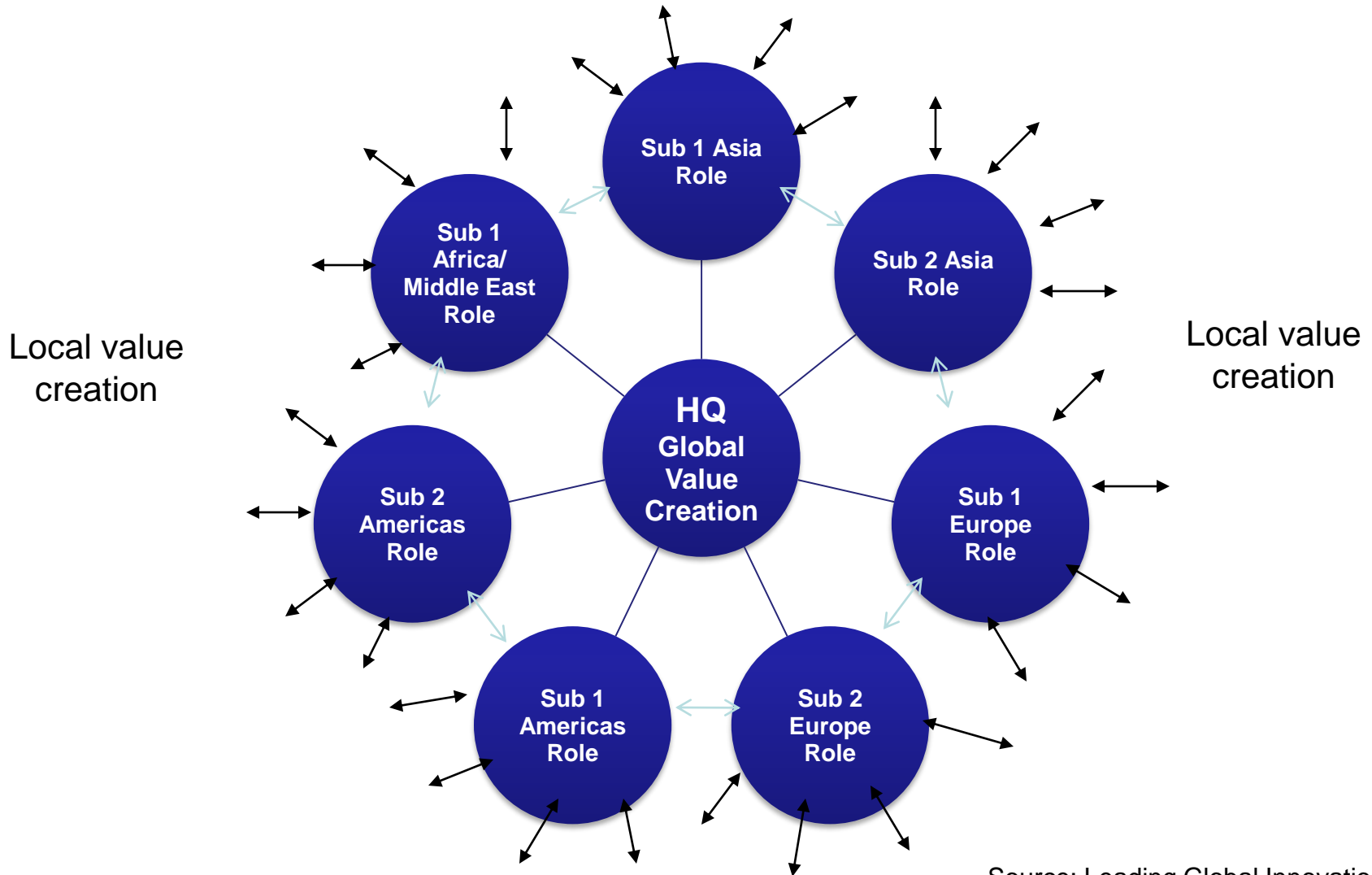
## Innovation Management Phases



***70% of study participants indicated that front-end activities are centralized.***

# Local to Global Strategy

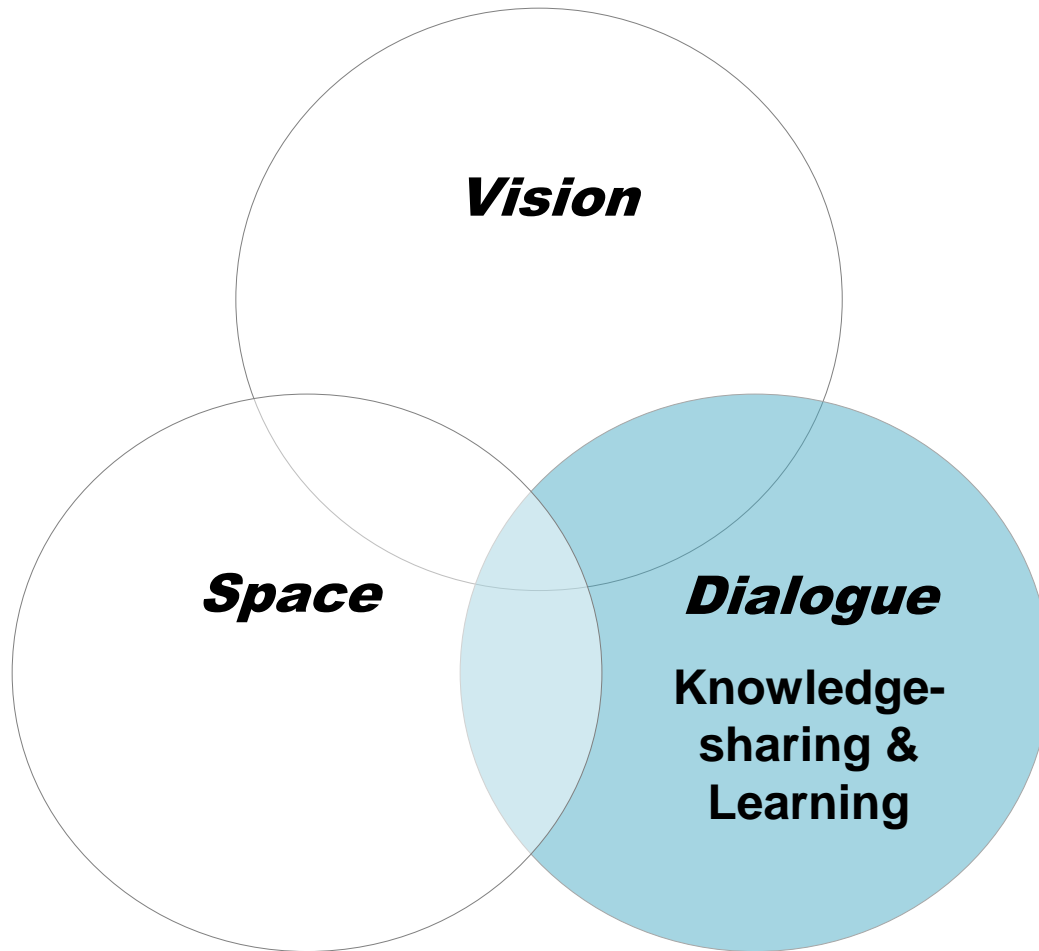
local market knowledge as competitive advantage



Source: Leading Global Innovation,  
Dr. Karina Jensen, 2017

# **Global Leadership and Strategic Co-creation in Practice...**

**PHILIPS**



# Knowledge-sharing Across Cultures

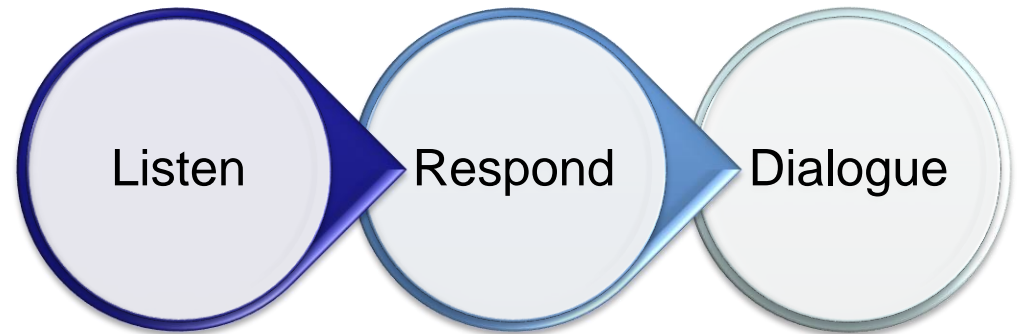


- Structure
  - Communication context
- Power
  - Knowledge status
- Openness
  - Building on ideas
- Initiative
  - Recognition and support
- Response
  - Feedback process

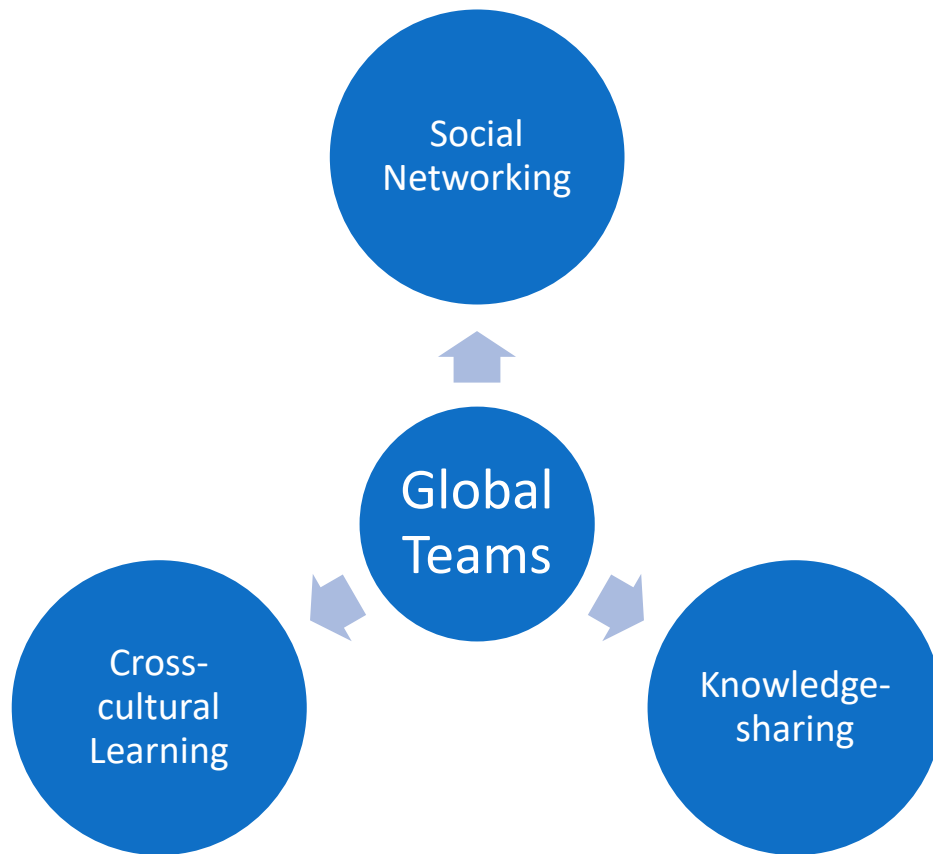
***88% believe that national culture affects knowledge-sharing behaviors.***

# Collaborative Dialogue

- Facilitation
- Open Communication
- Social Networking
- Knowledge-sharing
- Cross-cultural Learning



# Knowledge-sharing and Learning



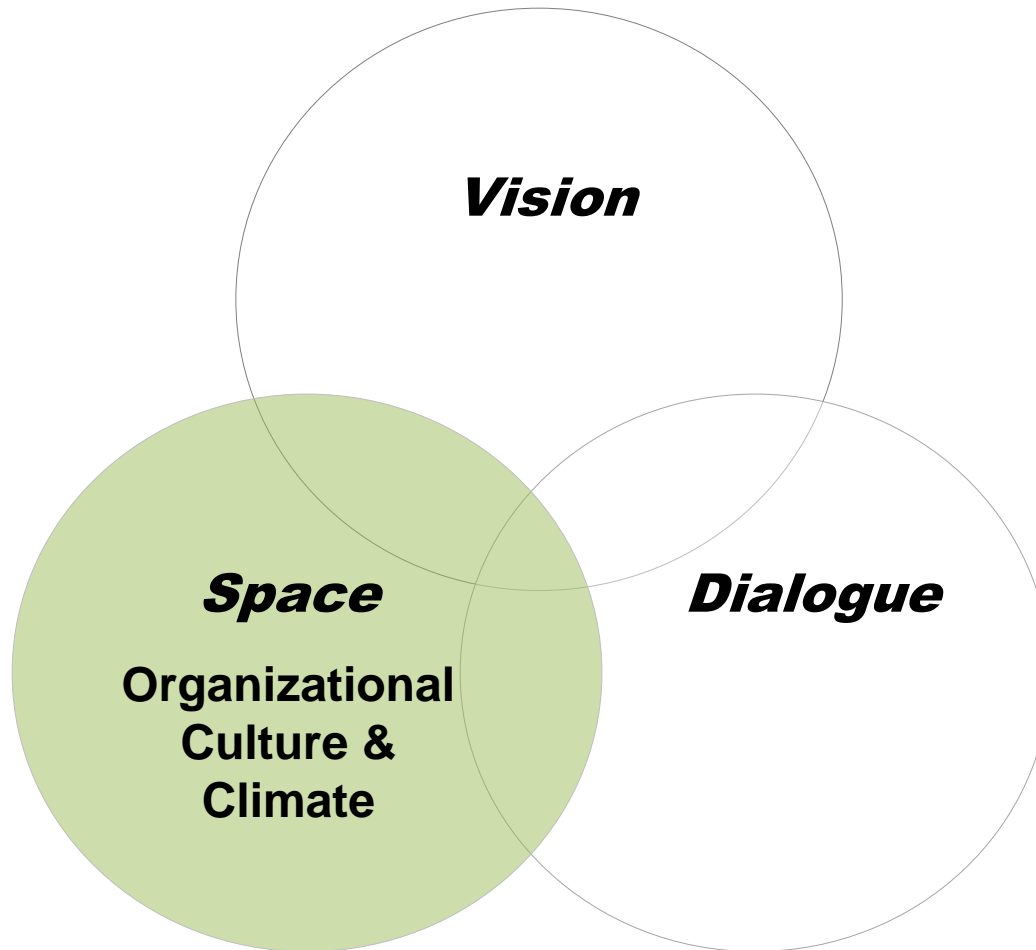
- Knowledge facilitator
- Effective platform
- Interactive workflows
- Collaborative tools
- Live forums and communities
- Spontaneous sharing

# Knowledge-sharing and Learning in Practice...

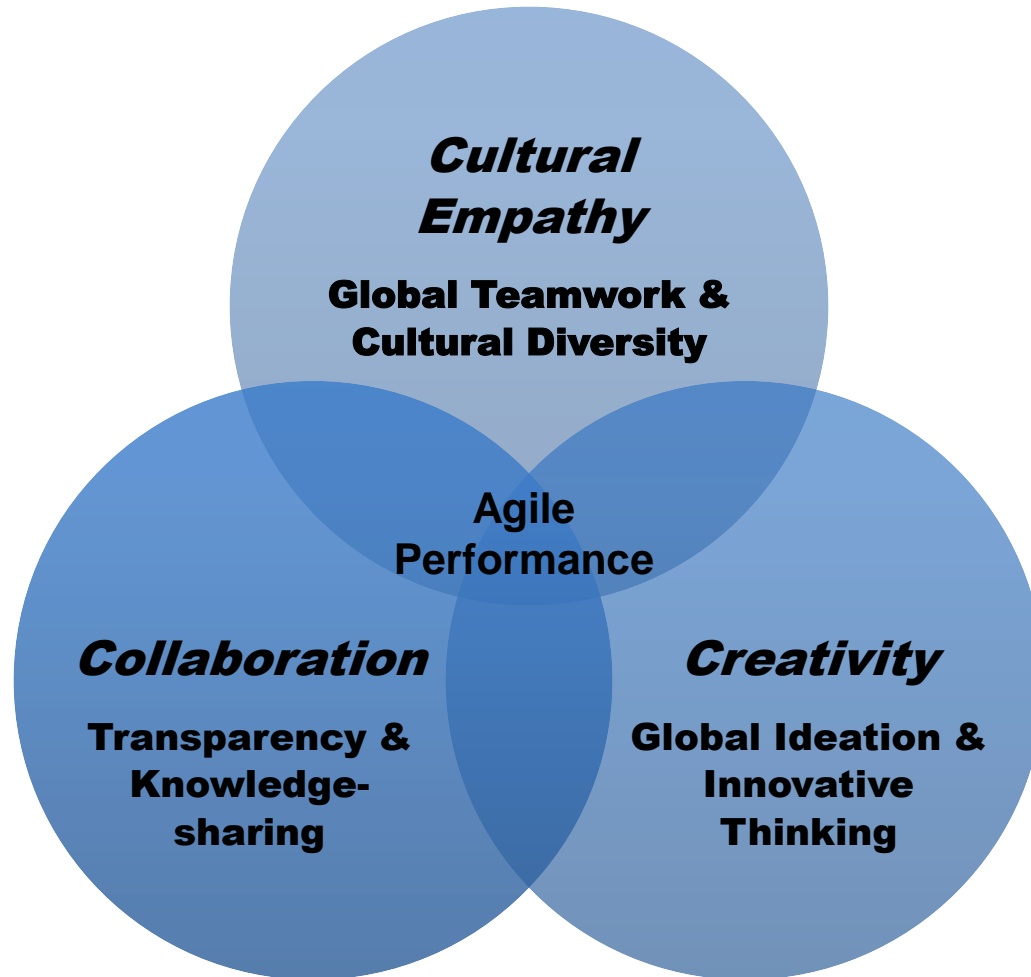


**Adobe**





# Global Innovation Culture & Climate

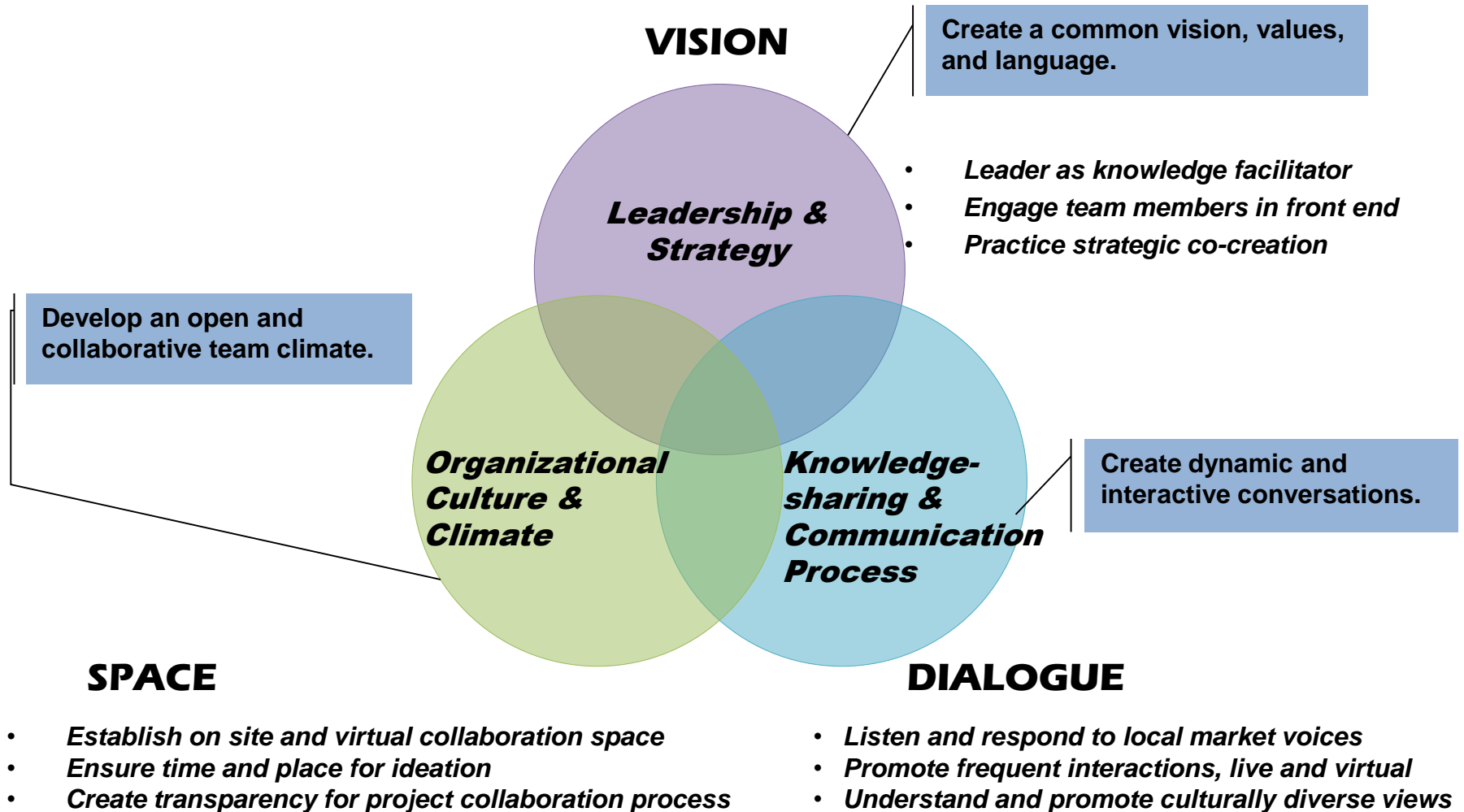


# Global Innovation Culture and Climate in Practice...

**SIEMENS**



# Global Collaboration Drivers



# Q&A

**Your thoughts or questions about leading global product innovation?**

# Thank you and Merci!

## Questions?

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