Innovations Paradoxon
Wollen was wir nicht wollen

- Magglinger Trainertagung
- 22th Oktober 2024

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Professional inventor

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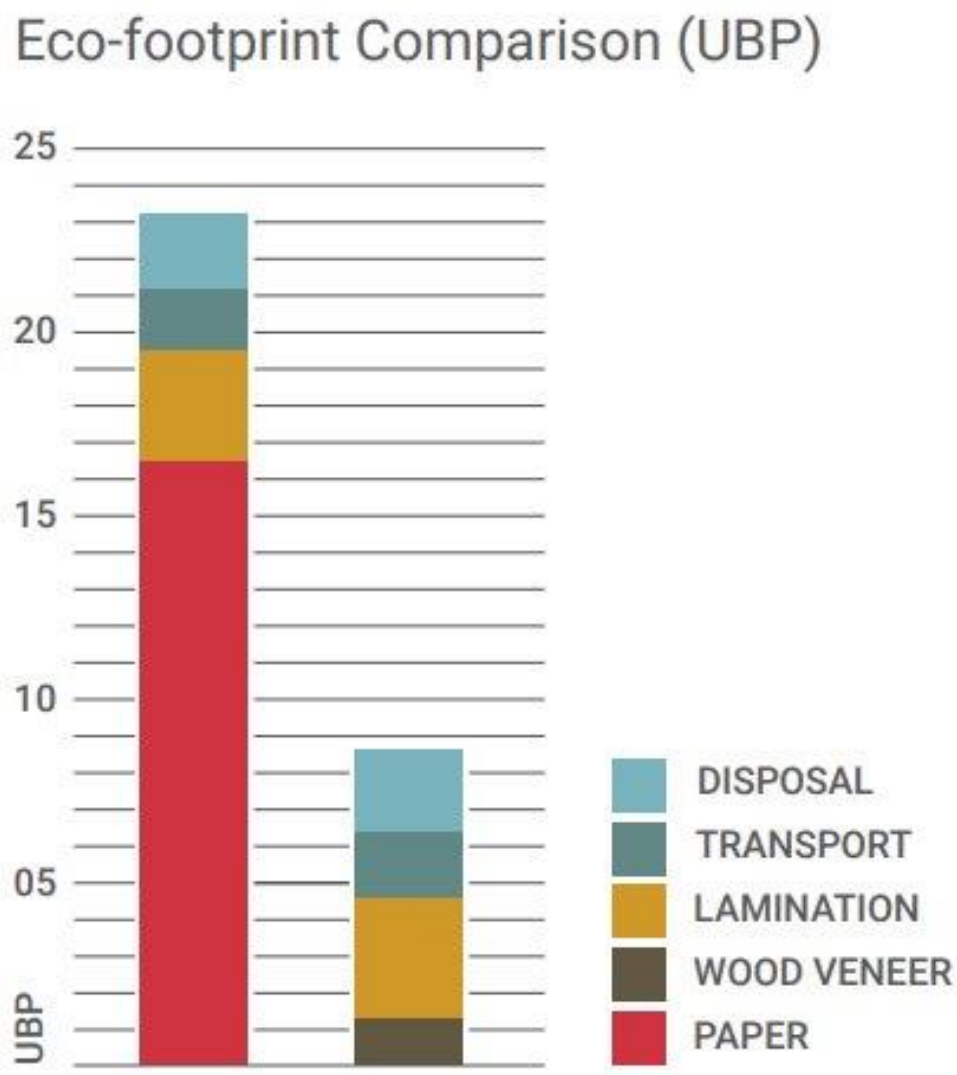
Keynotes

- Wie gehen sie mit dem Spannungsfeld „Tradition – Innovation“ um?
- Sie selbst: Traditionalist oder Innovator?
- Tradition wird häufig als negative gewertet – ist dies so?
- Wer innoviert wird als fortschrittlich angeschaut – warum?
- Wie kann Tradition und Innovation miteinander verknüpft werden. - Ist es „entweder oder“ oder eher „sowohl als auch“.
- Creaholic steht für Innovation – stimmt das, resp. woran erkennt man das?

arboloom


Eco-footprint Comparison (UBP)
25
20
15
10
05
UBP
DISPOSAL
TRANSPORT
LAMINATION
WOOD VENEER
PAPER

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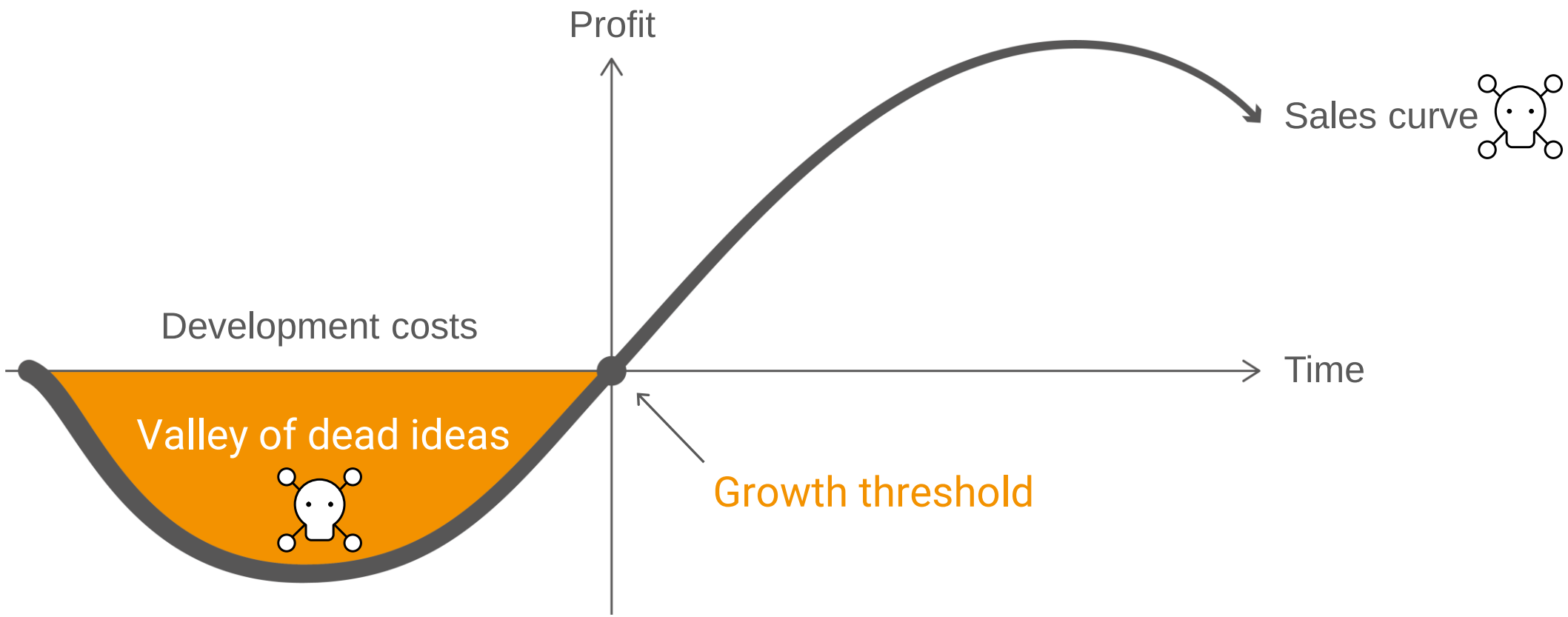
The innovation paradox



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1

Wissende wissen nichts!

1
Knowledgeable people know nothing!

Torque wrench

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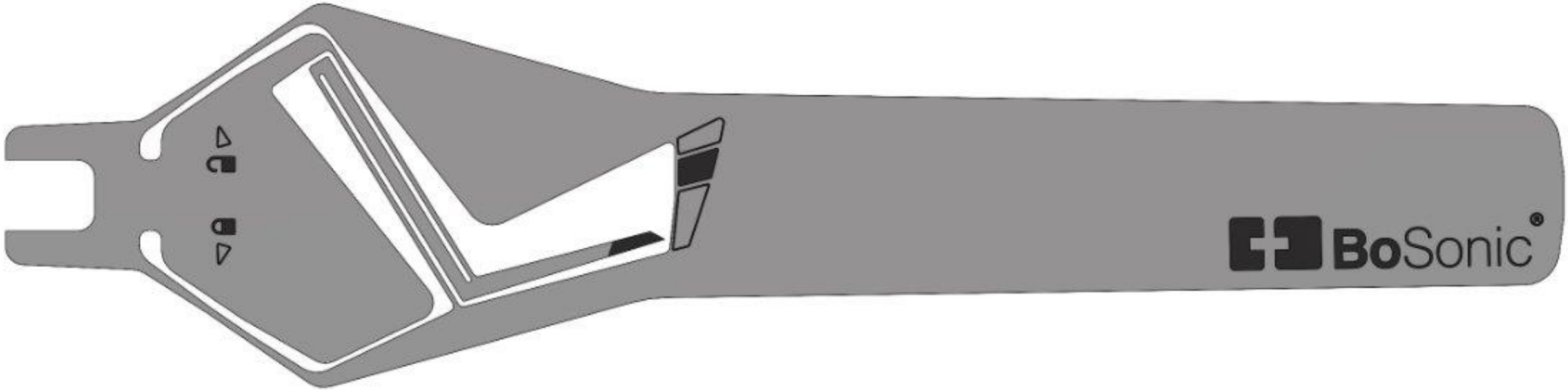
Combine a vision with a challenge and a dream



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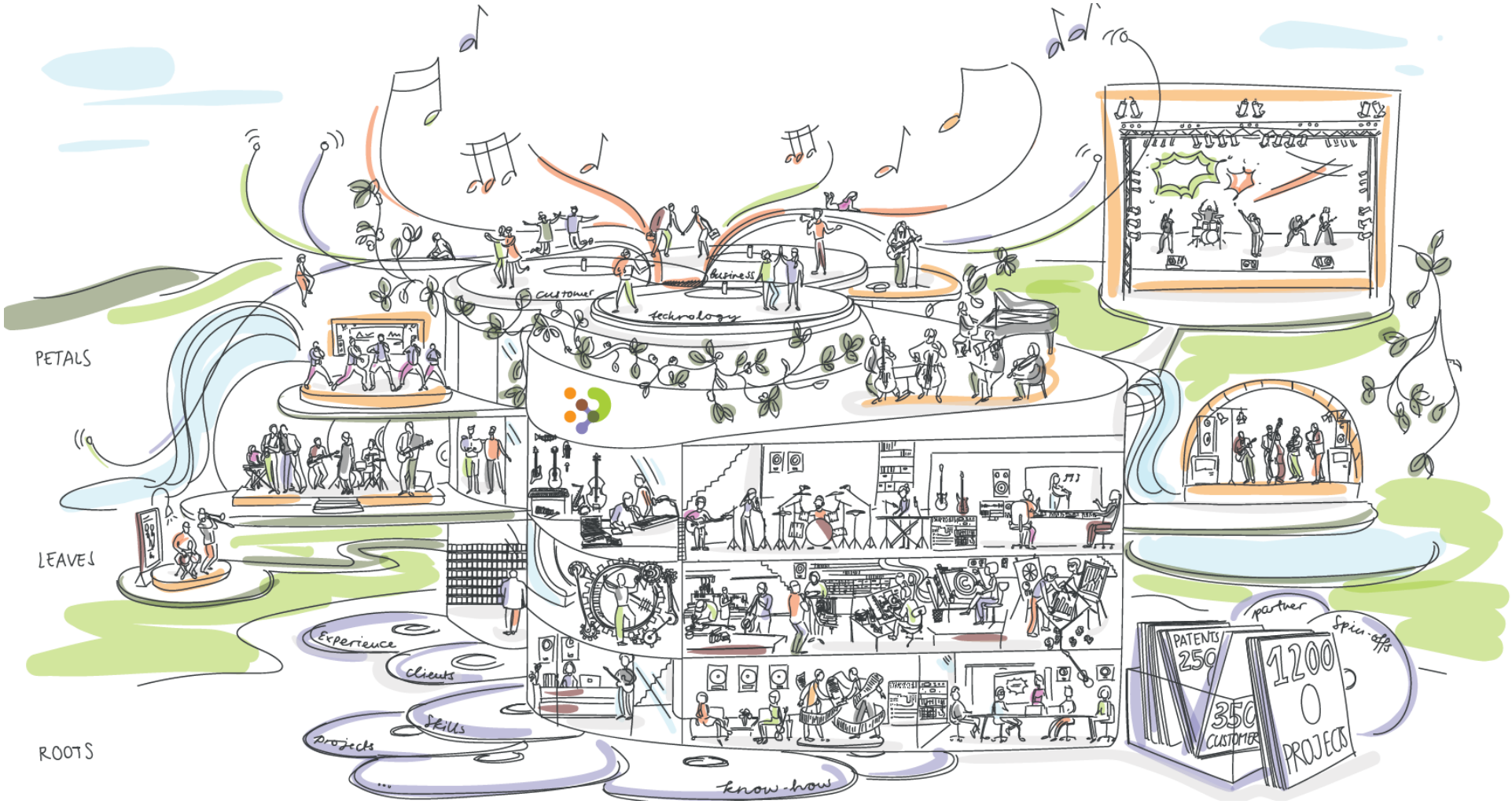
2

Industry benchmark - deceptive complacency

SPAR
SPAR
SPAR
SUISSE
SPAR
EHAMMER
MUNICH 2022

We play together to invent for better



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37 years Innovation of products, services and organizations

1400 projects

500 clients

250 patent families

3 digital products

14 spin-offs

7500 trained persons

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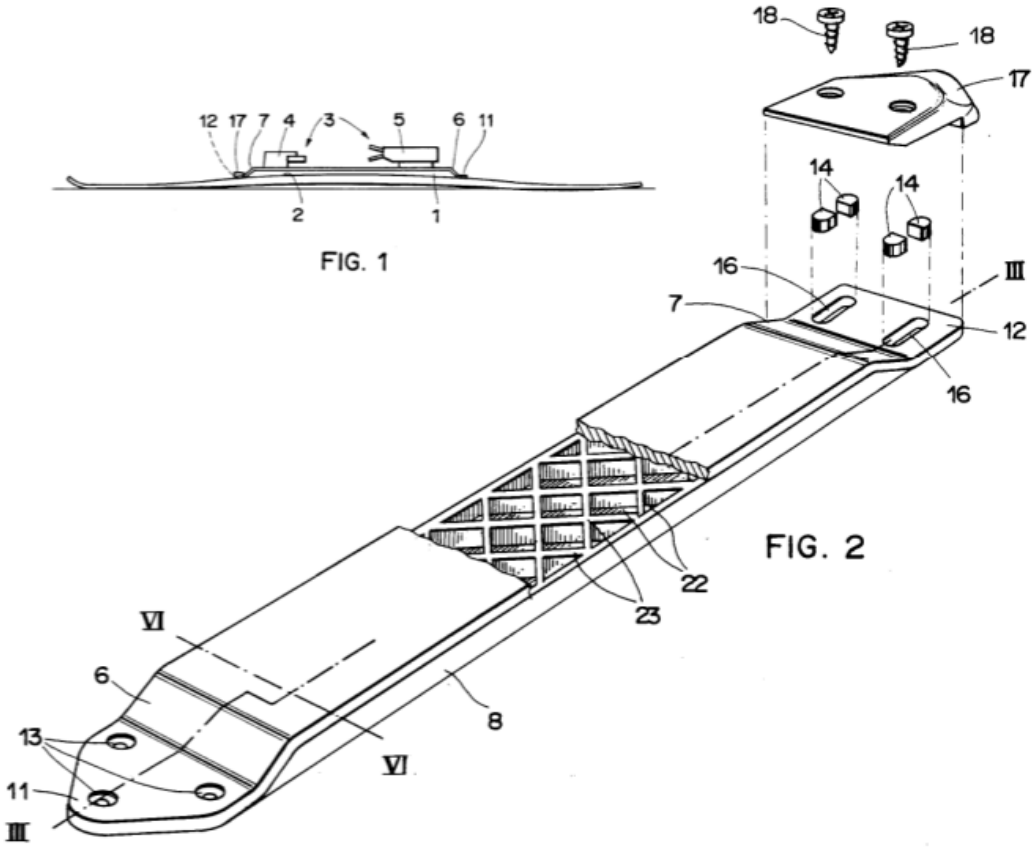
Together we invent tomorrow today

3

LOVE extreme conditions!

DERBYFLEX Innovation in sport



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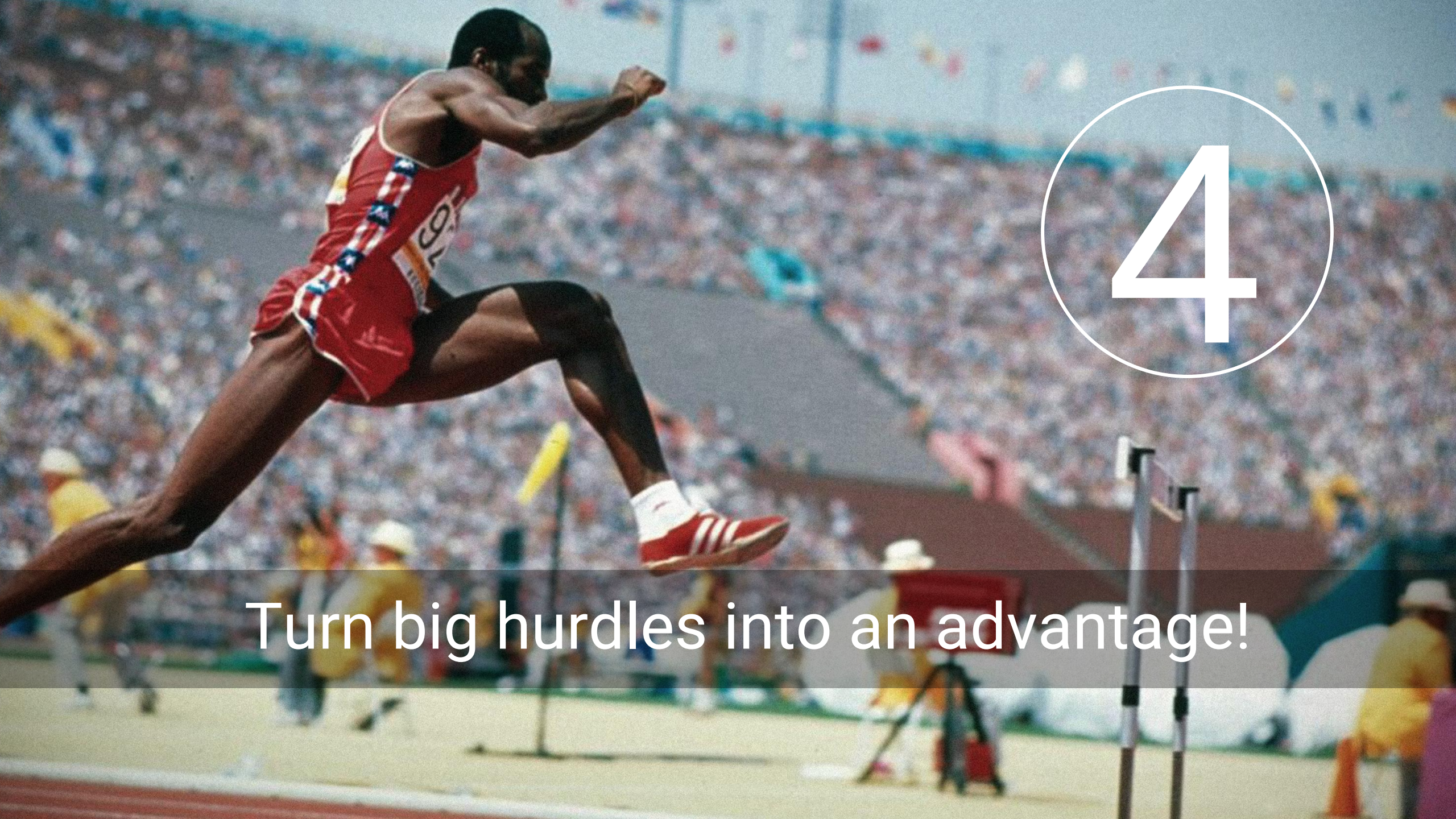
4 Olympia-Gold Medallien mit Derbyflex

Alberto Tomba
1x Olympia Gold im Slalom Calgary
1x Olympia Gold im Riesenslalom Calgary

Vreni Schneider
1x Olympia Gold im Slalom Calgary
1x Olympia Gold im Riesenslalom Calgary



4

Turn big hurdles into an advantage!

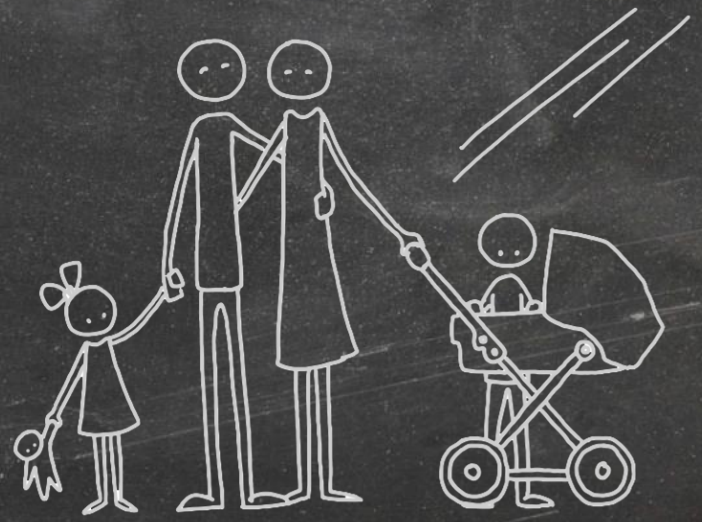
WoodWelding
Spin-off

Development of a new ultrasonic-based technology for bonding porous materials.

Material analysis and research, ultrasound technology and process development, IP strategy, business model

IKEA vision

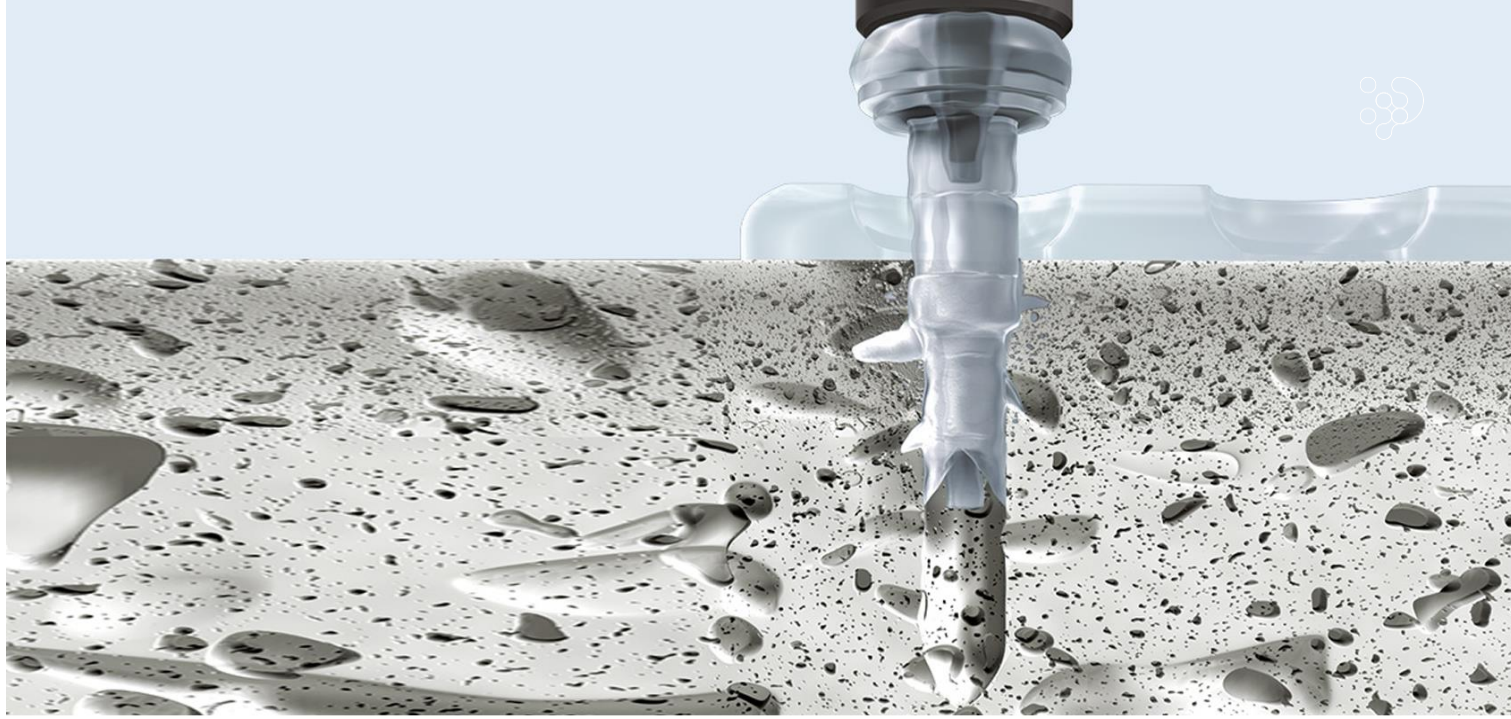
To create a better everyday life for the many people!

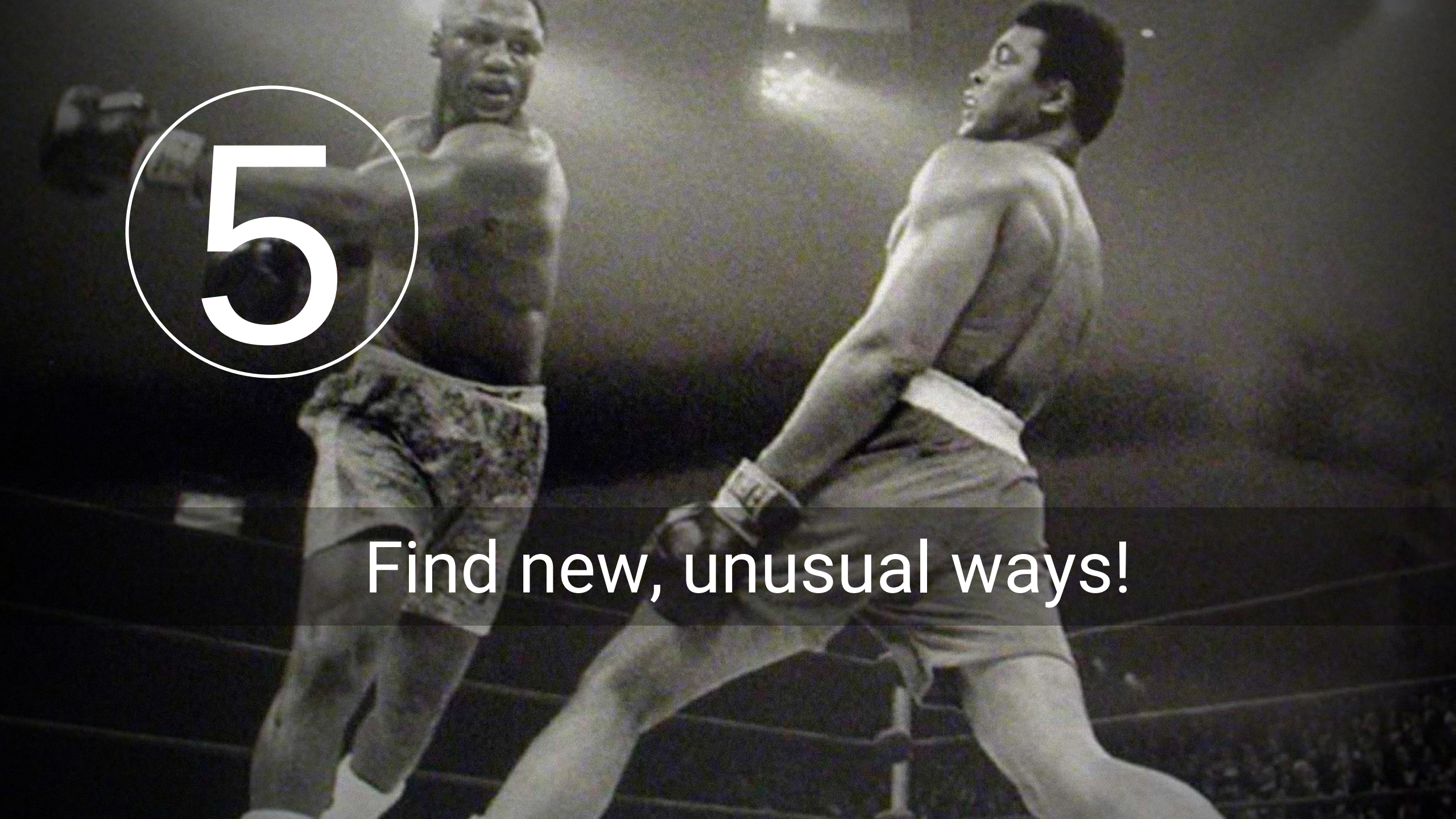


Source: The Late Late Show with James Corden

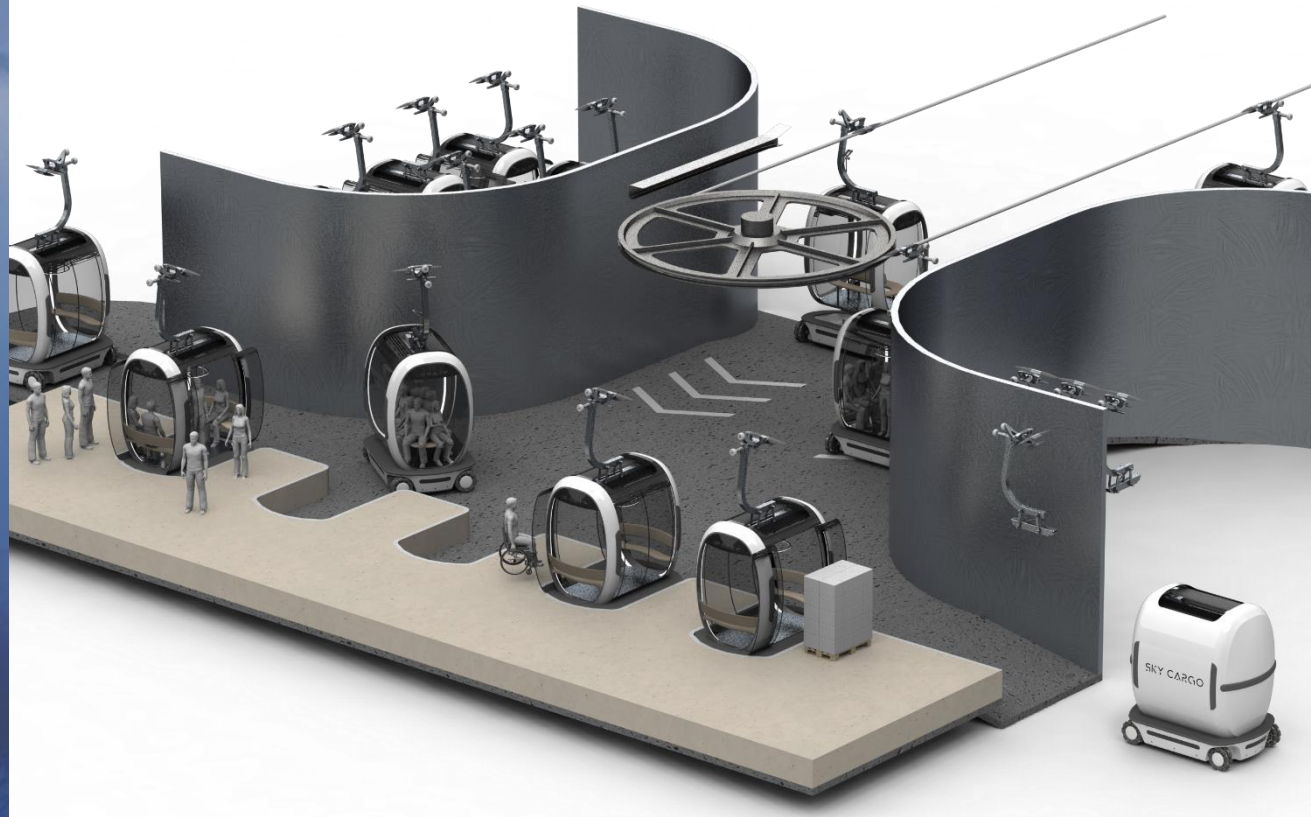
Spinewelding/Vetwelding/Sportwelding
Spin-off

These companies use the basic technology of bonewelding to operate in their fields




5
Find new, unusual ways!

BIG LOOP EVOLUTION

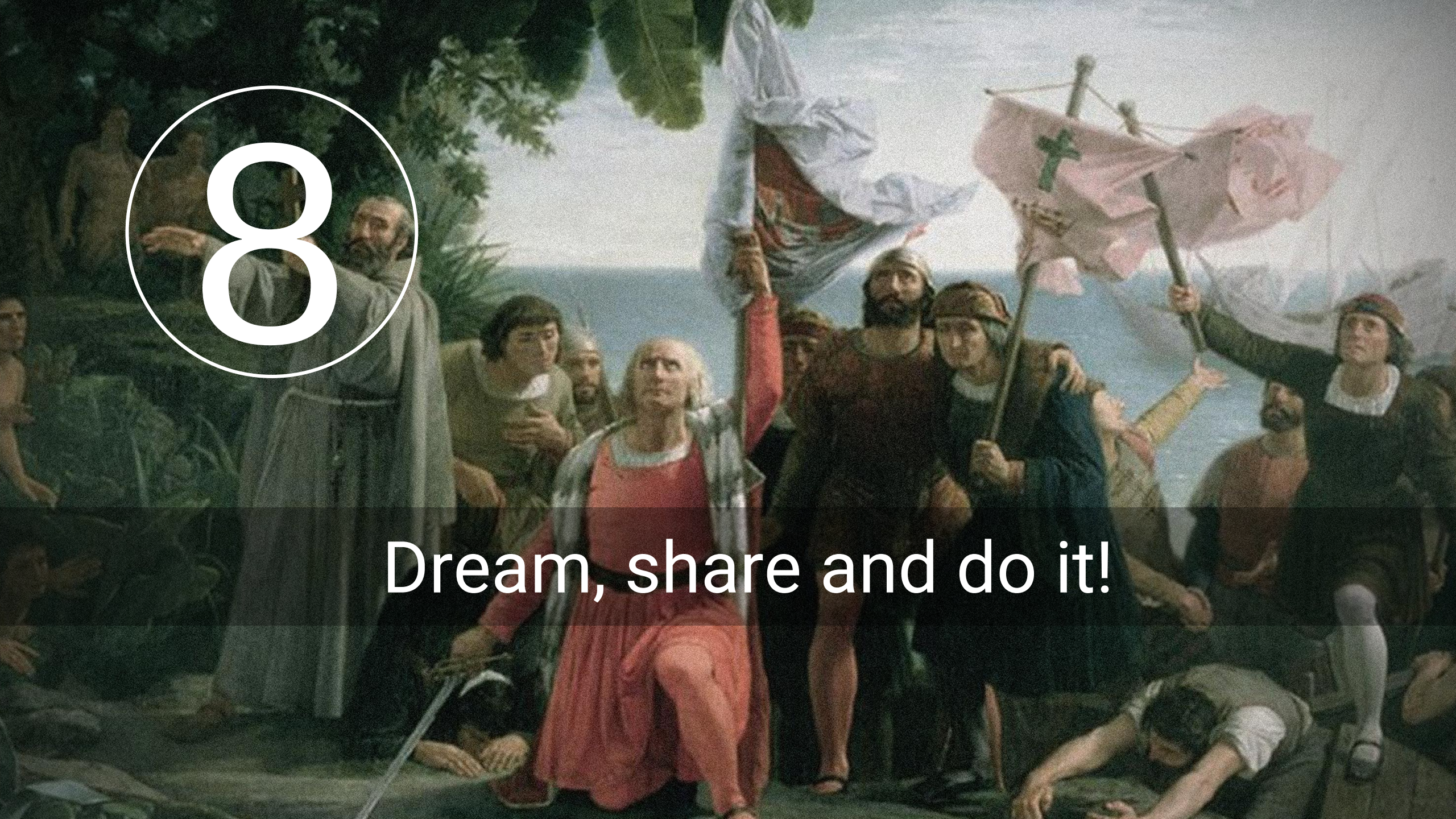

SKY CARGO

Matterhorn Terminal Täsch
Einfahrt

SPORTINA
ZENITH
TAGHeuer
McDonald's
RIP CURL
BECHTERER

DORT OBEN, WO DIE ALPEN GLÜHEN
Rent

6
Let the muses kiss you!



8

Dream, share and do it!

SWISS
BIKEPARK

9
Wolf or dog - define your mindset.

9 ways to establish innovation as a leader

1 - Knowledgeable people know nothing!

2 - Industry Benchmark – deceptive complacency!

3 - LOVE extreme conditions!

4 - Transform big hurdles – into an advantage!

5 - find new, unusual paths!

6 - Let the muses kiss you!

7 - Not shooting is also missing!

8 - Dream, share and do it!

9 - Wolf or dog – define your mindset!

Create timely advantages