



# Riding the wave of innovation

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“May you live in interesting times”

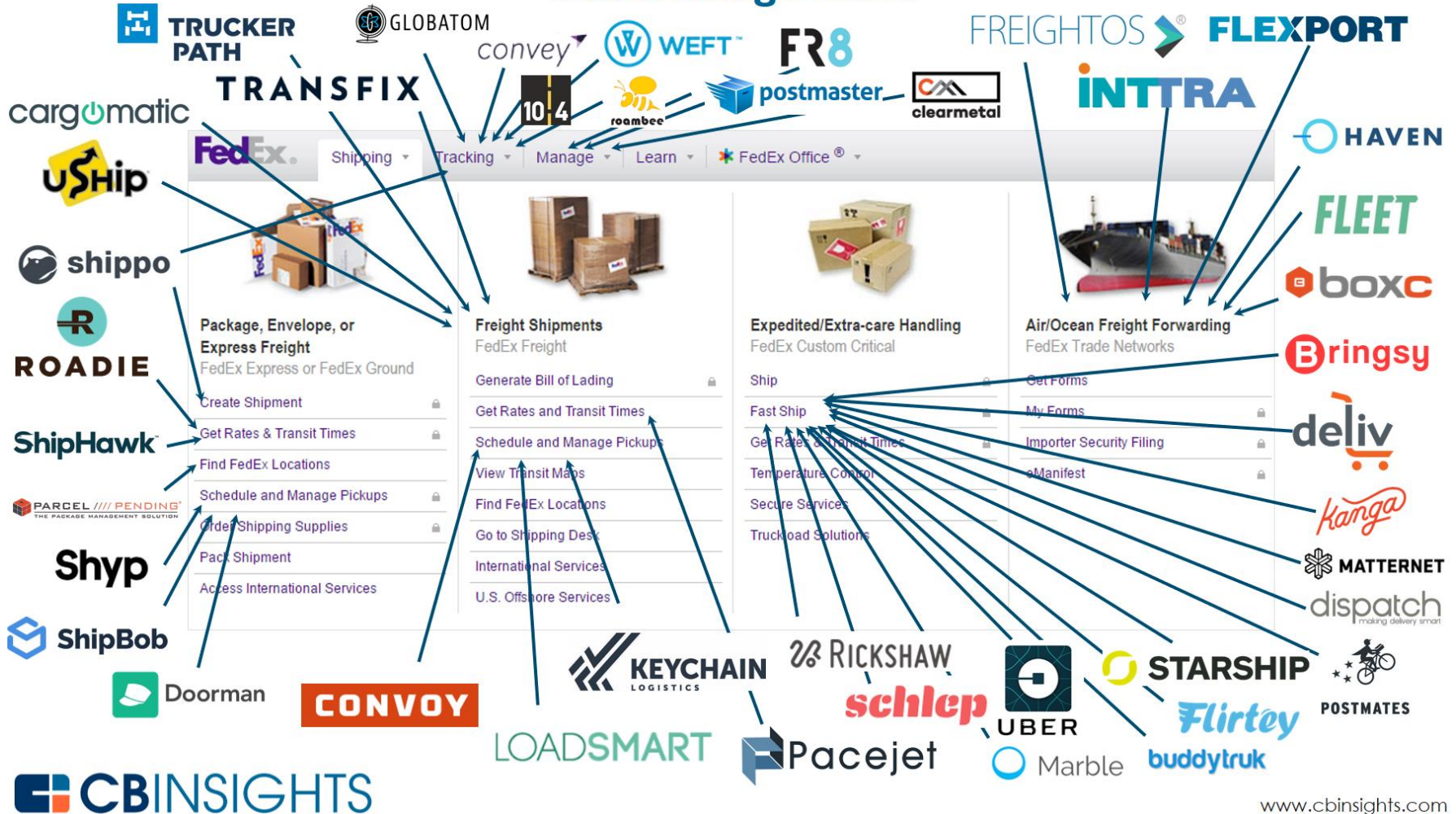
chinese curse



## Unbundling of a Bank



# Unbundling FedEx



## Leading through innovation

*Pitfall 1: Putting all your innovation resources into your main pot*

Resolution 1: Focus on the “today”, yet safeguard resources to create the future

*Pitfall 2: Success*

Resolution 2: Stay close to your market

*Pitfall 3: Getting distracted*

Resolution 3: Carefully choose the opportunities to further pursue



“The best way to predict the future, is to invent it”

Alan Kay, Xerox Parc