

INNOVATION GOES GLOBAL: HOW WORRIED SHOULD WE BE AND WHAT TO DO

Professor Ilya A. Strebulaev
Graduate School of Business
Stanford University
istrebulaev@stanford.edu

The next five to fifteen years will see more fundamental technological and business disruptions around the world than the past fifty or more years. These revolutionary changes will touch all the industries and geographies. Many companies, that are large and successful now, will crumble and disappear. In this session, we will discuss how worried should executives and large companies be and what companies can do to meet such a challenge.

We will start by discussing fundamental mechanisms that are behind these changes and understand why now is the right time for such transformation. We then discuss the example of the world's leading innovation ecosystem, Silicon Valley, and understand why stuff coming out Silicon Valley will touch more and more industries, companies, and people in the nearest future.

We then turn our attention to what companies and executives can do to meet these challenges and convert them into opportunities. We will see that becoming more attuned to innovation, changing the way organizations are structured, people are motivated, and processes and projects are discussed, analyzed, and implemented, is the only way forward. Silicon Valley is a byword for innovation, yet how can a large organization located far away become more innovative? We will discuss the culture of innovation and the fundamental blocks of the Silicon Valley ecosystem that can be utilized by all large organizations. For example, we will introduce such concepts as "fast to fail" and "A/B testing" and apply them in the context of large organizations. We will discuss the culture of innovation process and organizational structure both in small start-ups and large Silicon Valley companies. We will also look at difficulties of implementing these changes.

In our discussion, we will use many examples of disruptive innovations in variety of industries, from agriculture to construction, from fintech to virtual reality, from transportation to education. We also will look at examples of many large companies and their successful or unsuccessful attempts at transformation.