

# Den som ikke fornyer seg blir en annen

(Barry J Marshall kommer med forklaring)

Sjur Dagestad  
professor emeritus (innovasjon), tegneserieforfatter & seriegründer

inneco

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

## #2: Forandring fryder

**IKKE!**



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



Bildet er laget av Eirik Solheim

---

---

---

---

---

---

---

---



Bildet er laget av Eirik Solheim

---

---

---

---

---

---

---

---



*Slik pappa ser det*

*Slik barnet ser det*

*Slik mamma ser det*

SVigermor!!  
Gulp!

**inneco**

---

---

---

---

---

---

---

---



**10%**  
Framtidsorientert

**70%**  
Nåtidsorientert

**20%**  
Fortidsorientert

Fra Innovasjonsboka, 2023

---

---

---

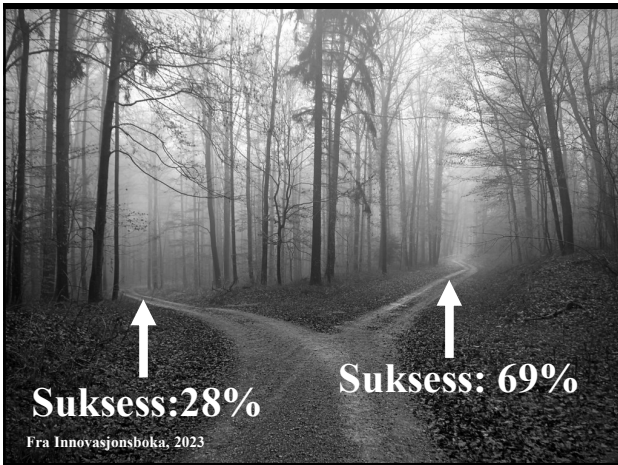
---

---

---

---

---



**Suksess: 28%**

**Suksess: 69%**

Fra Innovasjonsboka, 2023

---

---

---

---

---

---

---

---

**Innovasjon =**

«oppfinnelse» / løsnig + **Marked**

**28%**

**69%**

inneco

---

---

---

---

---

---

---

---

# Ignaz Semmelweis

inneco

---

---

---

---

---

---

---

---

**Kjærlighetsaffæren med  
det vi engang var  
fortsetter, selv om det  
for lengst er over.**

Fra Innovasjonsboka, 2023

inneco

---

---

---

---

---

---

---

---

## **2: Innovasjon sett fra helikopteret**

inneco

---

---

---

---

---

---

---

---

**«Dette var jammen kreativt...hmm...!..?»**

**La meg korrigerer meg selv:  
«Dette var jammen innovativt!»**

inneco

---

---

---

---

---

---

---

---

**Dette er kreativt:**



inneco

---

---

---

---

---

---

---

---

**... og dette er innovativt:**



inneco

---

---

---

---

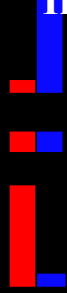
---

---

---

---

# Investeringer i innovasjon



10% - Radikal innovasjon  
20% - Innovasjon  
70% - inkrementell innovasjon



Innovasjon i praksis s 196

---

---

---

---

---

---

---

---



---

---

---

---

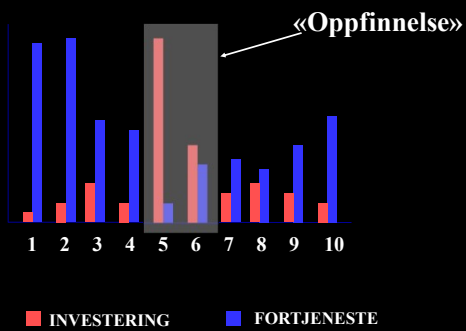
---

---

---

---

## Doblins 10 grupper



Fra Innovasjonsboka, 2023

inneco

---

---

---

---

---

---

---

---



### 3. Kanskje greit å vite ...

inneco

---

---

---

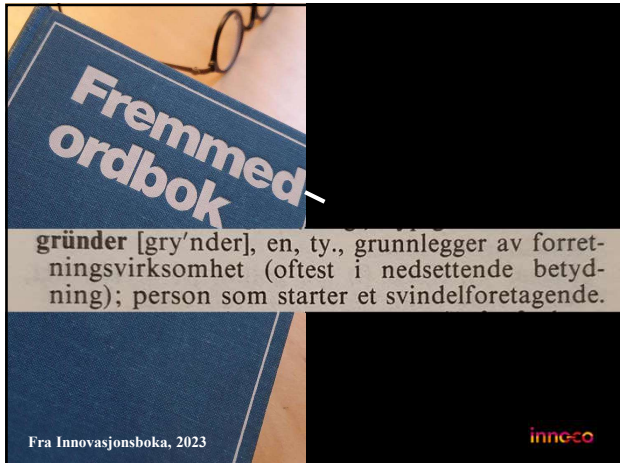
---

---

---

---

---



**Fremmedordbok**

**gründer** [gry'nder], en, ty., grunnlegger av forretningsvirksomhet (oftest i nedsettende betydning); person som starter et svindelforetagende.

Fra Innovasjonsboka, 2023

inneco

---

---

---

---

---

---

---

---



6 NYHET

HA, LØRDAG 17. FEBRUAR 2017

**VOLD: RINGSAKER-MANN MÅ SONE OG BETALE OPPREISNING ETTER BLODIG SLÅSSKAMP**

## Brumunddøl bet av nesa på hamarsing

En mann i 30-årene er dømt til sju måneders fengsel etter å ha bitt av det ene neseboreet på en annen mann i Hamar.

**HAMAR**

Christian E. Bergheim  
av Erlend Jacobsen

En landsdomstull i april 2017 harmer to menn fra henholdsvis Hamar og Brumunddal.

inneco

---

---

---

---

---

---

---

---



---

---

---

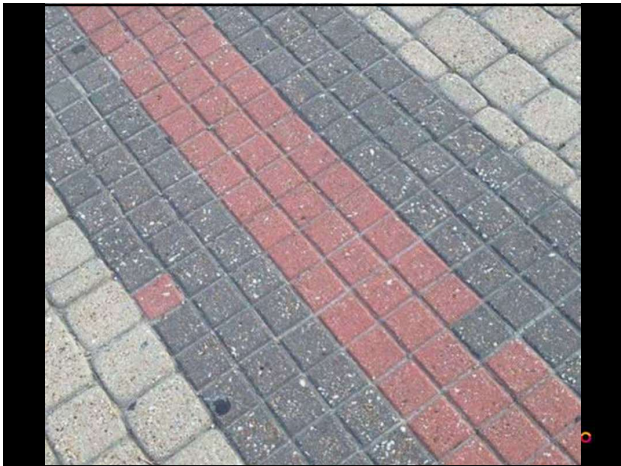
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



**Innovasjon = latskap  
satt i system**

Fra Innovasjon i offentlig sektor 2019 

---

---

---

---

---

---

---

---

**4. Vi starter med litt fra  
innovasjonsnettverket**



---

---

---

---

---

---

---

---

**Pretotyping**



Fra Babelfisk, 2023 

---

---

---

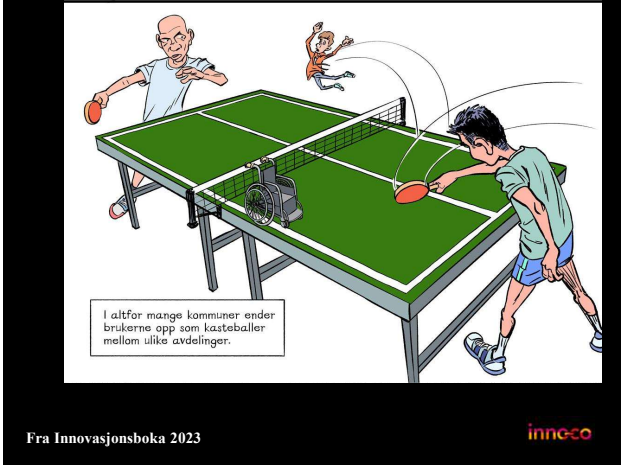
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

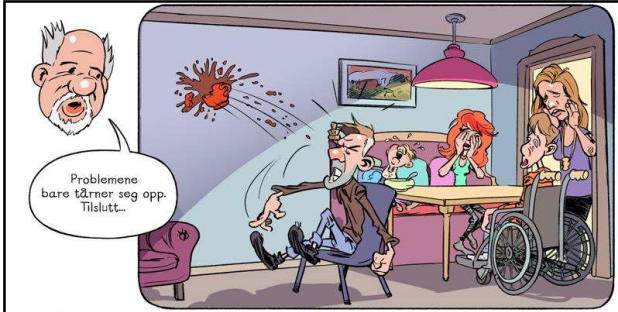
---

---

---

---

---



Fra Innovasjonsboka, 2023

inneco

---

---

---

---

---

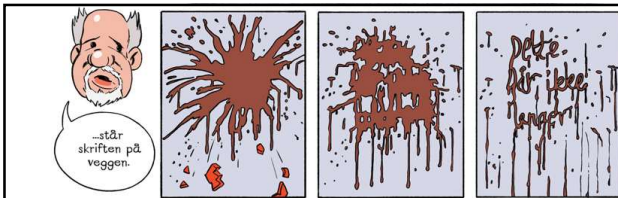
---

---

---

---

---



Fra Innovasjonsboka, 2023

inneco

---

---

---

---

---

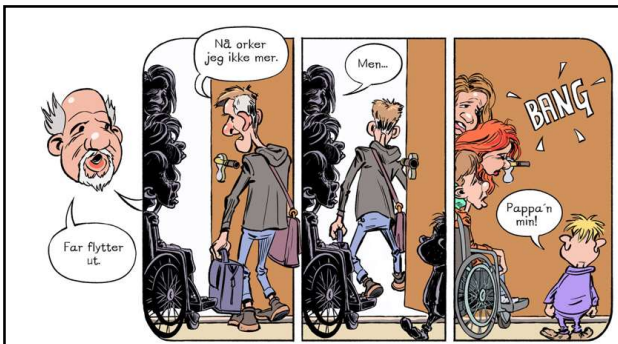
---

---

---

---

---



Fra Innovasjonsboka, 2023

inneco

---

---

---

---

---

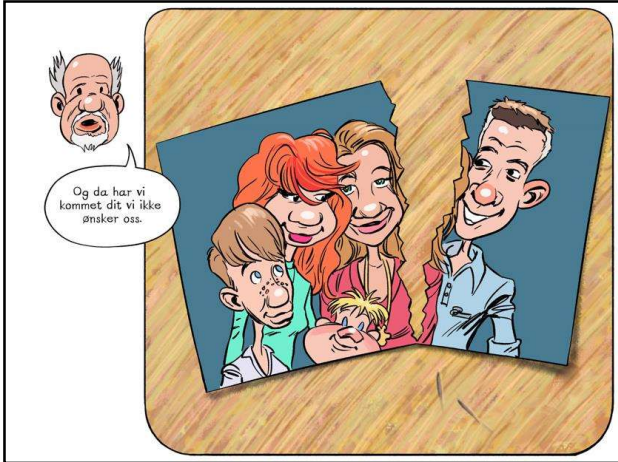
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Fra Innovasjonsboka 2023

inneco



---

---

---

---

---

---

---

---

Fra Innovasjonsboka, 2023

inneco



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Spørsmål 2: Fjellkjeden øst for Elverum heter?**  
**Svar: Lyma Fjeld.**  
**Spørsmål 3: Hvor i Gudbrandsdalen ligger Lillehammer?**  
**Svar: Midt i.**

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---





---

---

---

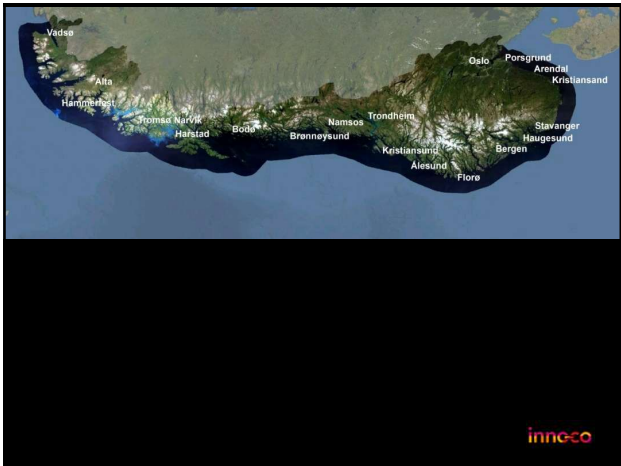
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

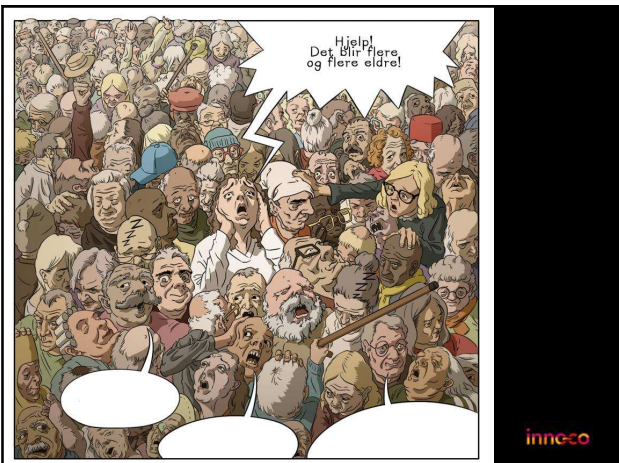
---

---

---

---

---



inneco

---

---

---

---

---

---

---

---



Fra Innovasjonsboka, 2023

inneco

---

---

---

---

---

---

---

---



Fra Innovasjonsboka, 2023

inneco

---

---

---

---

---

---

---

---

I 7 kommuner har vi 62 digitaliseringsprosjekter, og vi må manuelt legge data over fra det ene systemet til det andre.


Fra Innovasjonsboka, 2023 inneco

---

---

---

---

---

---

---

---

---

---

Så i nesten to år jobbet vi intenst med en stor gruppe mennesker, uten å møte dem fysisk en eneste gang.

Fra Innovasjonsboka, 2023 inneco

---

---

---

---

---

---

---

---

---

---

Jeg snakker ukentlig med barnebarna mine i USA på skjermen. Men en lege kan ikke komme på skjerm?

Fra Innovasjonsboka, 2023 inneco

---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---



**Barry J. Marshall - Nobelprisvinner**



inneco

---

---

---

---

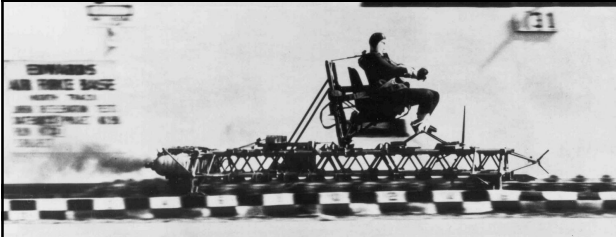
---

---

---

---

**John Paul Stapp**



inneco

---

---

---

---

---

---

---

---

**John Paul Stapp**



inneco

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

**Vi er så vant til å jobbe  
tregt at da vi fikk  
koronavaksine på  
rekordtid trodde  
mange det var lurium.**

---

---

---

---

---

---

---

---

**De fleste er positive til å  
endre omgivelsene, men  
ikke seg selv.**

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---





**Det tar et år, uansett**

Fra Innovatører i praksis inneco

---

---

---

---

---

---

---

---



**Hadde vi ikke hatt så dårlig tid, så hadde vi aldri klart det!**

Odd Magne Solheim, Auranor

Fra Innovatører i praksis inneco

---

---

---

---

---

---

---

---



**Auranor**

**1 år**  
↓  
**3 uker**

Fra Innovatører i praksis inneco

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

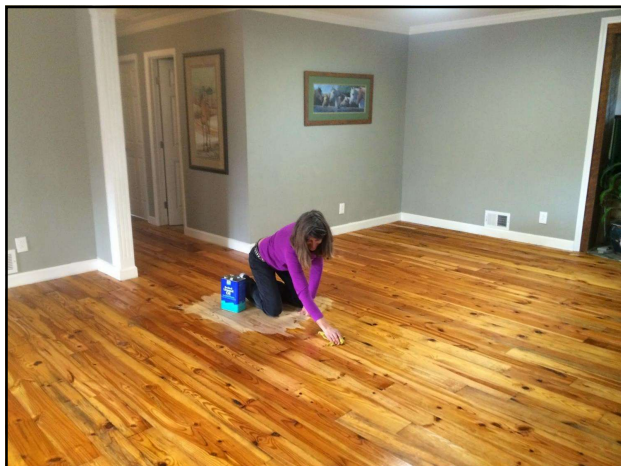
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

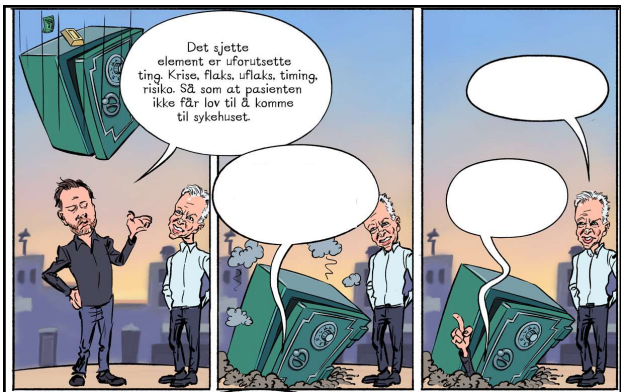
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

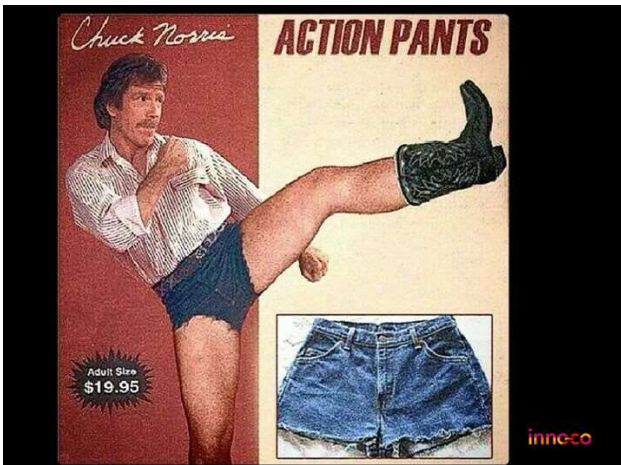
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

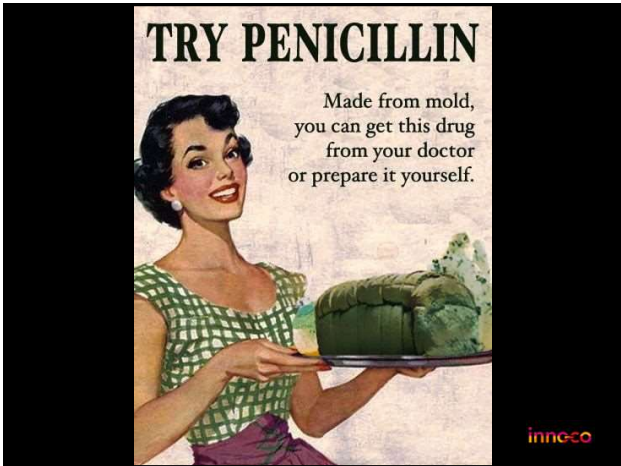
---

---

---

---

---



---

---

---

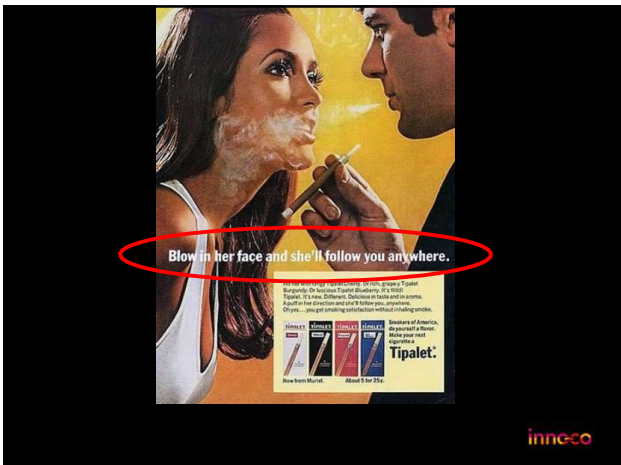
---

---

---

---

---



---

---

---

---

---

---

---

---



**sjur@innoco.no**

**Tlf 9775 9104**

**På InnoPod finner du podcaster om  
innovaasjon**

**Innovaasjonsboka får du hos [www.innoco.no](http://www.innoco.no)**

---

---

---

---

---

---

---

---