

”Hvor vil vi hen?”

Seminar om planstrategier d. 5. september 2006 i Odense
Oplæg v/Mikkel B. Rasmussen

Planstrategien - et værktøj til innovation?











Nakskov

Hadsten

Sønderborg

Silkeborg

Same selling points

Infrastructure, labour force, quality of life & geography

Copenhagen

“World-class physical and technological infrastructure”

“Danish employees are well-educated and some of the most mobile and motivated...”

“Quality of life is rated among the highest in the world”

“The Gateway to Scandinavia and Northern Europe”

Stockholm

“... well-developed road transport network... underground railway system ... trains, trams...”

“...a city with a highly educated workforce, qualified personnel and research”

“...the best quality of life among European capitals...”

“Gateway to the Russian and Baltic market”

Amsterdam

“... a dense network of air, road, water ... and cable connections...”

“...a highly educated, flexible, and motivated workforce... language skills”

“...one of the ten most pleasant cities ... top ten cities for overall quality of life...”

“a gateway to all major European markets”



Kettles

Built-in Cooking

Microwaves

American Fridges

Unbeatable

LOW Prices
Family Sized

Half Price
£29.99

Rowenta

TEFAL

60 Electrolex

Rowenta

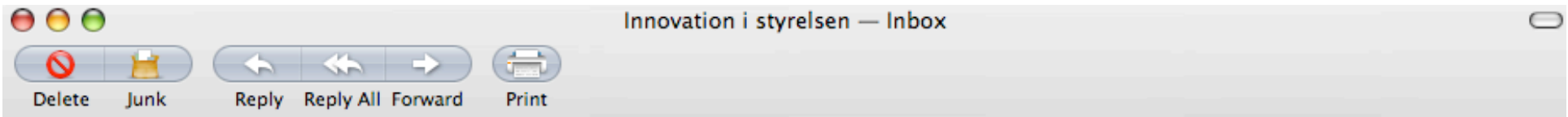
Rowenta

Rowenta

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Rowenta

“The ‘surplus society’ has a surplus of similar companies, employing similar people, with similar educational backgrounds, coming up with similar ideas, producing similar things, with similar prices and similar quality.”



From:
Subject: **Innovation i styrelsen**
Date: 23. jan 2006 13.21.28 GMT+01:00
To: Mikkel B. Rasmussen <mbr@kontrapunkt.dk>



Kære Mikkel

Jeg fremsender som lovet et notat med eksempler på resultater fra vores projekt om innovation i styrelsen. Blandt eksemplerne er:

Vi har skabt et projektrum med masser af sommerfugle
Projektlederne er udpeget til gartnere med vandkander - de skal vande deres projektdeltagere
Vi har valgt "I believe I can fly" som projekt melodi.
Vi har brugt akvarel-skyer som logo på alle dokumenter

Jeg glæder mig til at høre dine kommentarer.

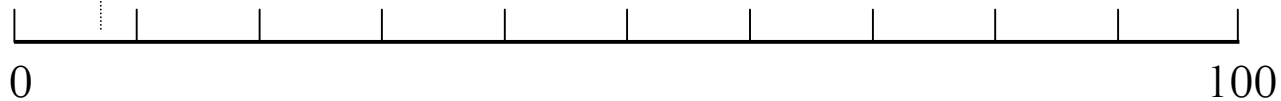
Med venlig hilsen



Innovation lykkedes sjældent...

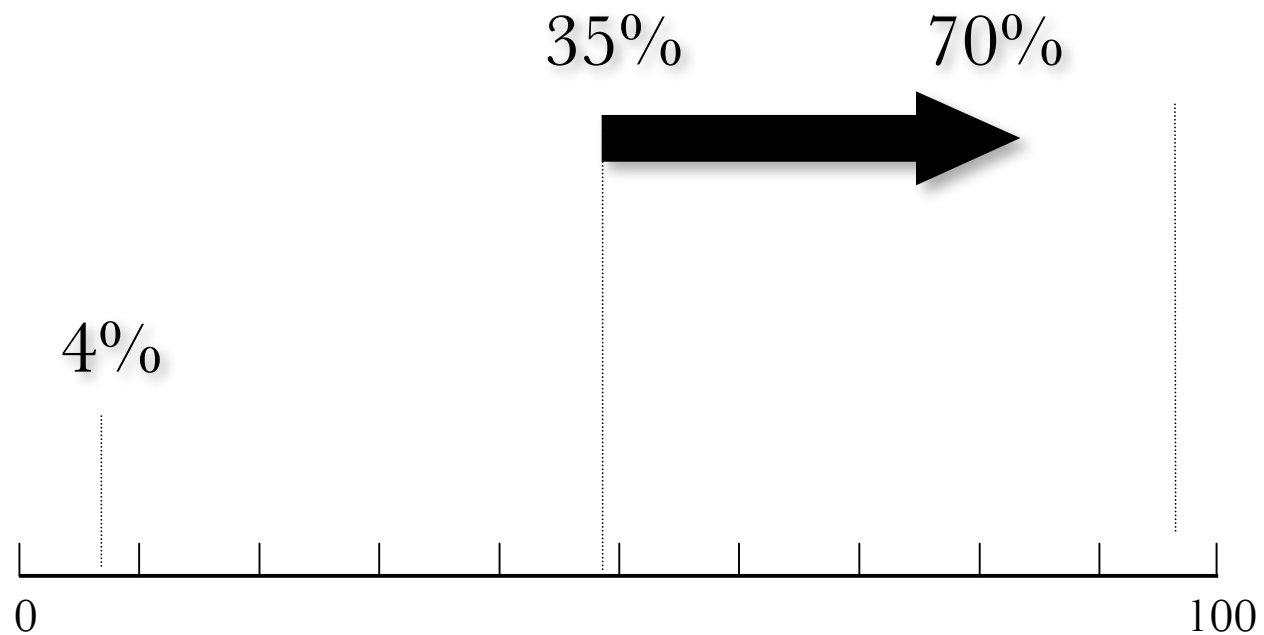
4%

Den globale, gennemsnitlige succes
rate med innovation på tværs af
lande, geografier og industrier



En ny disciplin er ved at opstå

Nogle virksomheder har en succes rate, der er 9 til 17 gange større end normen

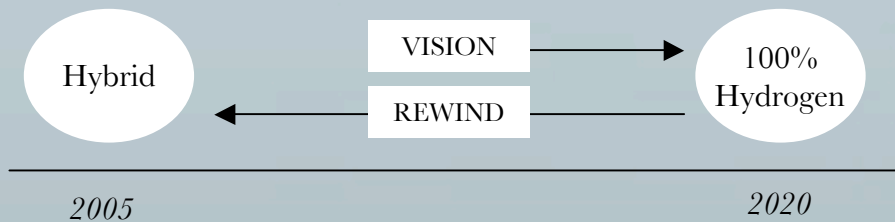


Definér en inspirerende ambition

Own the night



DEFINE A TECH VISION – AND REWIND



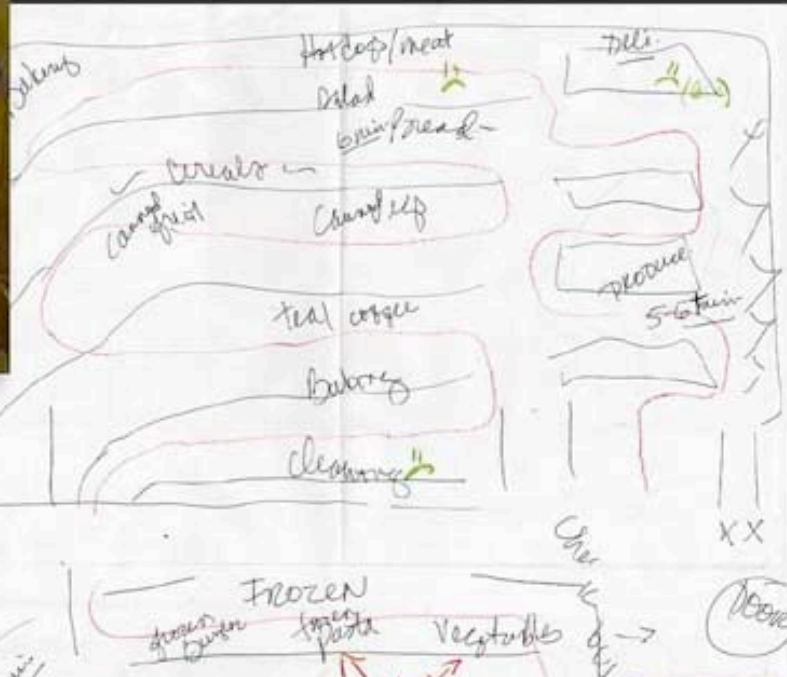
Toyota designed a vision of a hydrogen car ready to launch in 2020. It's called the Prius. All Prius models launched before 2020 have as their aim to mature the users and make them ready to buy in to the vision.



Dyb indsigt i menneskers behov

“If I had asked my customers what they wanted, they'd have asked for a faster horse.”

Henry Ford

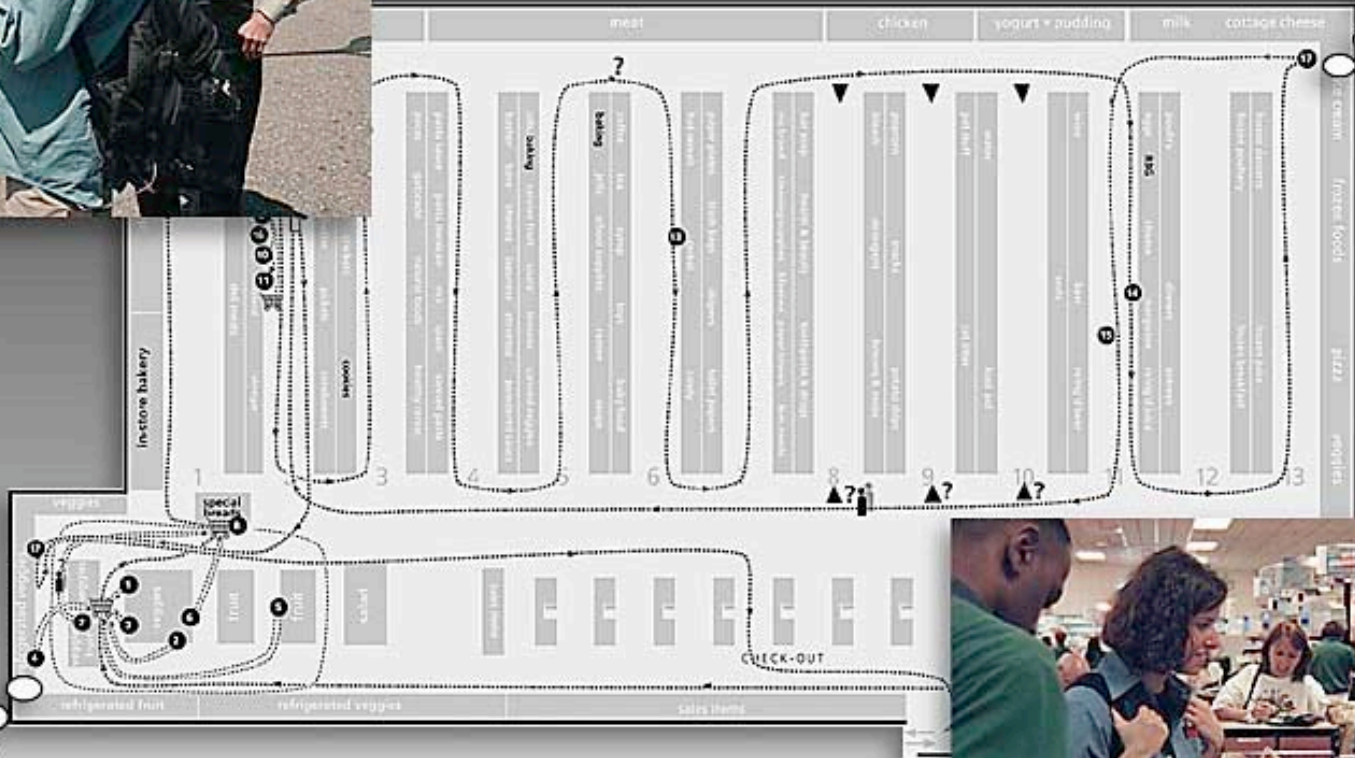


- Fruit:
- apples
- 3-bananas
- Vege:
- carrots
- lettace
- tomato
- milk
- bread
- cereal
- granola
- SOUP
- peanut butter
- fruit roll-ups





*Oh yes.
The kids love these!
I'll get some.*



*These are a great
meal addition.
Here's my flavor!
I'll take two.*



Tre sikre måder til at misforstå brugernes behov:

1. Forudsæt at brugerne er rationelle
2. Forudsæt at brugerne kender deres behov
3. Forudsæt at brugerne forstå verden på samme måde som dig



[Map](#) [Details](#) [Reportable](#)

Clear Flytip of Black bags adjacent to black gates at side of no 276 Lewisham High Street. By Black gates in to rear yard
Fly-tip
Whitburn Road

[map](#)



[Map](#) [Details](#) [Reportable](#)

Remove Graffiti from Door of Disabled Toilet Junction of Downham Way
Graffiti
Bramley Road

[map](#)



[Map](#) [Details](#) [Reportable](#)

Remove Dumped paste table from Grass area by no 168 Fly-tip
Rangefield Road

[map](#)

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[Map](#) [Details](#) [Reportable](#)

Remove Graffiti from Leab Sub Station junction of Pontefract Road
Graffiti
Bayland Road

[map](#)



[Map](#) [Details](#) [Reportable](#)

Cross Road Sign Outside no 158 is currently facing the pavement and is unable to view by motorists
Highways
Rangefield Road

[map](#)



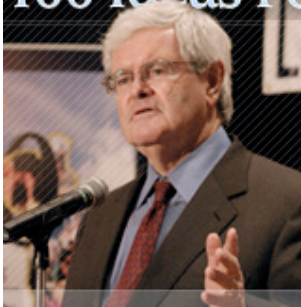
[Map](#) [Details](#) [Reportable](#)

Fly tip outside Deptford Station
Fly-tip
Deptford High Street

[map](#)



100 Ideas Policy Summit



100 IDEAS CATCHES

The 100 Innovative Ideas for Florida's Future campaign is spreading across the county like wildfire. Learn More

COMMERCE

- » Business Regulation
- » Economic Development, Trade and Banking
- » Insurance
- » Utilities and Telecommunications

EDUCATION

- » Choice and Innovation
- » Colleges and Universities
- » Community Colleges and Workforce
- » PreK-12

FISCAL

- » Agriculture and Environment Appropriations
- » Education Appropriations
- » Finance and Taxes
- » Health Care Appropriations
- » Justice Appropriations
- » State Administrations Appropriations
- » Transportation and Economic Development Appropriations

HEALTH and FAMILIES

- » Elder and Long-Term Care
- » Future of Florida's Families
- » Health Care General
- » Health Care Regulation

JUSTICE

- » Civil Justice
- » Claims
- » Criminal Justice
- » Judiciary
- » Juvenile Justice

WATCH OUR VIDEO

Our Commitment, Our Vision

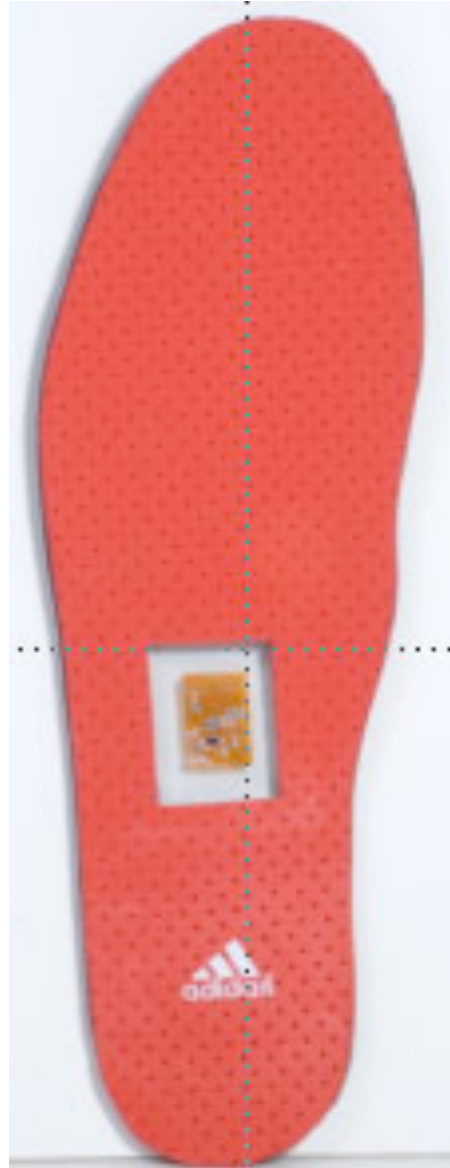
Together we can help shape the future of our state for the next 10 years – a state where every Floridian will have the freedom and opportunity to achieve financial security and leave for their children a better life than their own.

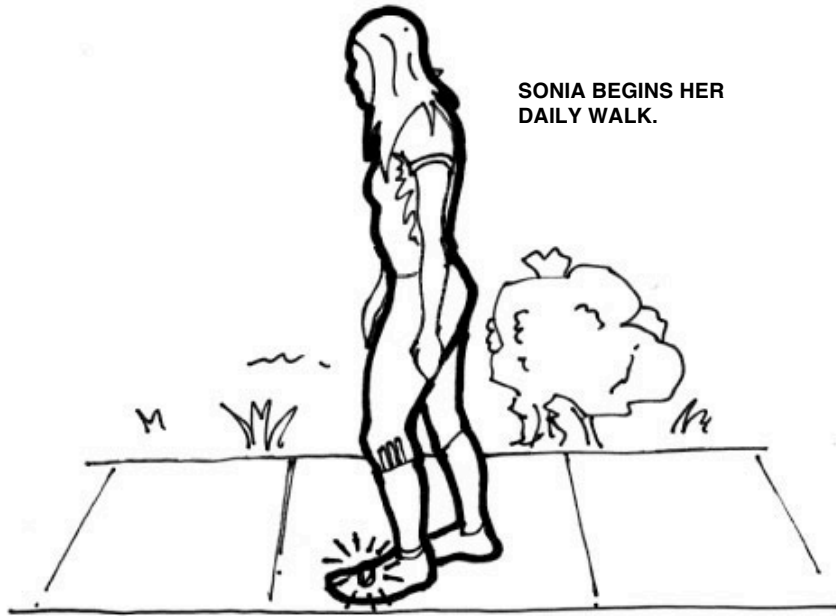
UPCOMING IDEAS

Aug 14, 2006 - **The Great Low**
Last week, while Fair is listed in the however, I was a who, along with r fair. We had a gr Most everyone v glad you're here. each year, and ti and proud of thei

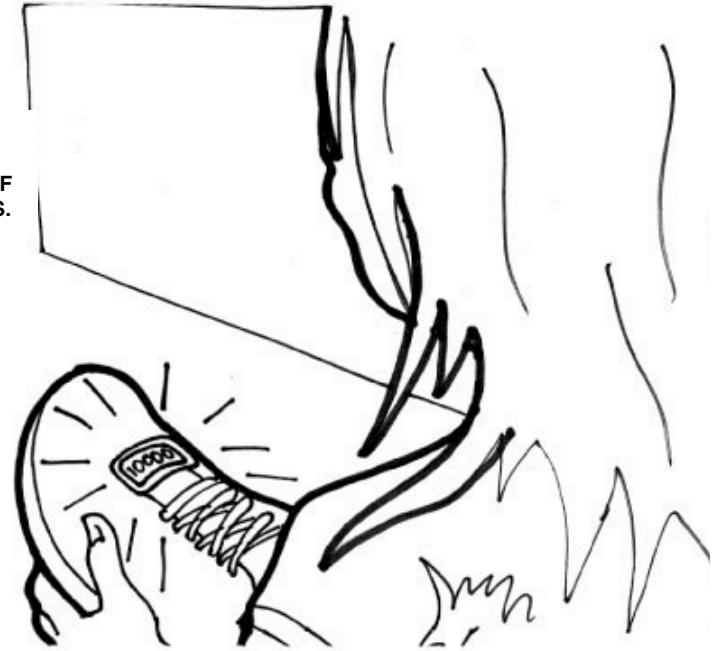
Aug 13, 2006 - **Positioning the**
The title of the lu Rubio's policy su Florida's Next Le

Skab eksperimenter





SONIA BEGINS HER DAILY WALK.



SHE'S REACHED HER GOAL OF 10,000 STEPS.



SONIA MEETS WITH HER DOCTOR TO DISCUSS HER IMPROVING HEALTH.

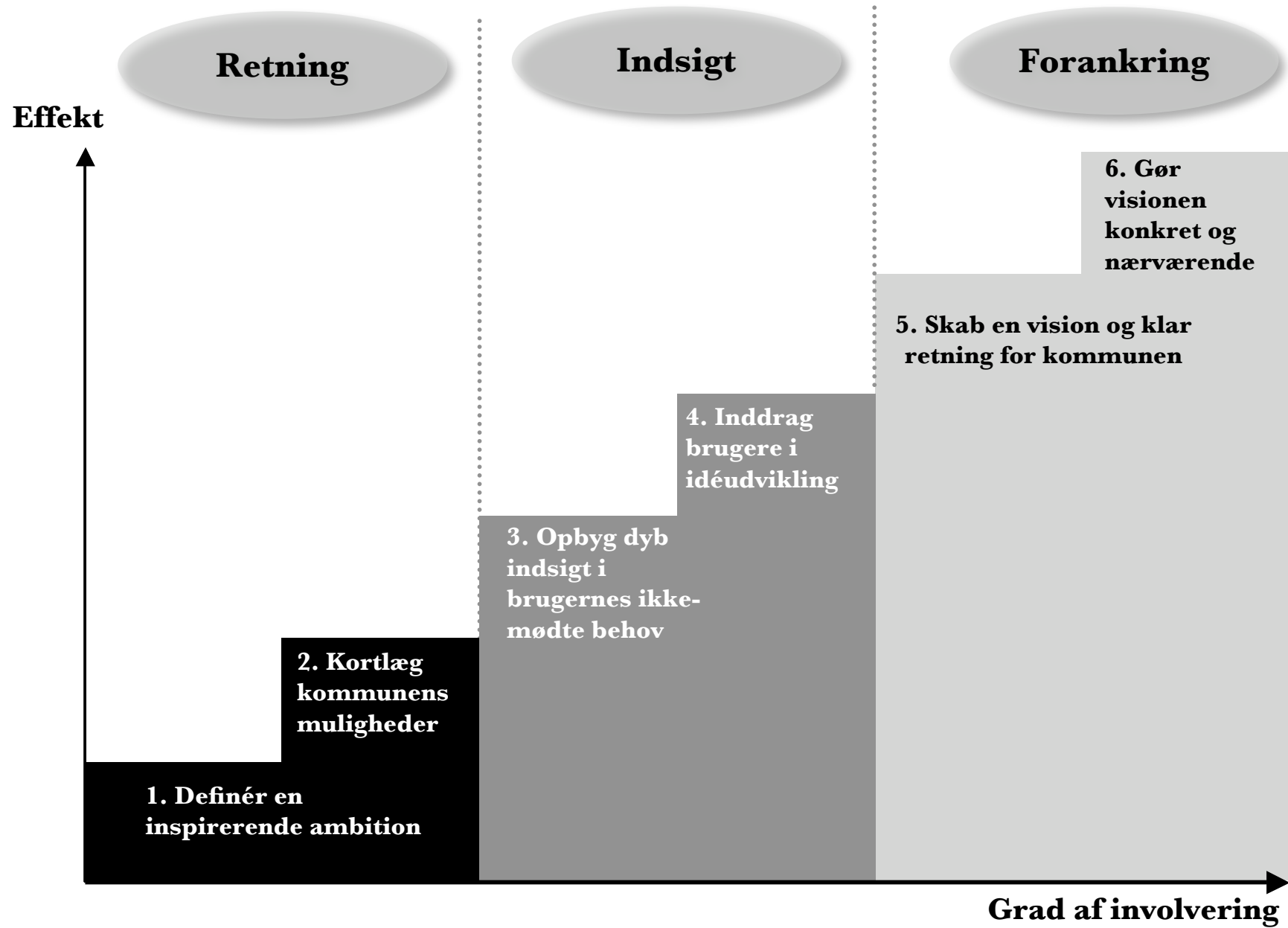
AS HER HEALTH IMPROVES, HER PREMIUM IS REDUCED. WELL DONE SONIA!

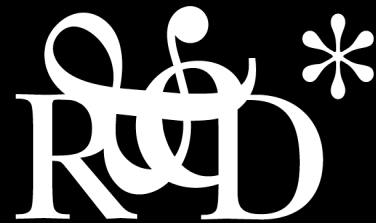


communications to add meaning of:



	-	+
Produktudvikling	Ingeniøren finder på	Teams lytter til brugeren
Byudvikling	Den arkitekt-drevne by	Den behovs-drevne by
Hvad?	Hardware	Hardware + Software
Hvordan?	Indefra og ud	Udefra og ind





USER RESEARCH * INNOVATION STRATEGY * NEW PRODUCT DEVELOPMENT

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