Why Embracing Uncertainty Can Lead To Game Changing Innovation

Presented by:
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Not so long ago...

Business as usual, was often good enough...

But no more...

Where we are going...

GOOD ENOUGH IS NO LONGER ENOUGH

We now live in a connected world...

YOU are a central point of the change

Fuelled by Digitisation, Mobilisation, Automation & Innovation

Think about self driving cars...

AND COMPUTERS THAT CAN LEARN AND THINK

The way we work will never be the same

The SKILLS & ATTITUDES we need will be different

Things are happening faster than EVER BEFORE...

So...

what’s your response?

Our generation has a responsibility to innovate

The workforce as we know it, is changing

Gen Y and Z will dominate the workforce

Australians are getting older

We will have multiple generations working together,

with varying opinions on how current
My name is Kerryn Fewster and I want to share my secret with you:

**EMBRACING AMBIGUITY & CHOOSING TO INNOVATE**

is actually not that scary and can actually be fun!!!
So .... how do we embrace new opportunities and ultimately innovate?
Innovation starts with adopting an open mind - no matter how large or small your business is.

Innovation can be really quite simple.

Innovation does not need to be rocket science!
Being innovative will require....

Getting comfortable with **experimenting** fast
Getting comfortable with **failure**
Getting comfortable with **sharing** knowledge and ideas
Getting comfortable **trusting** those around you
“Innovation is the ability to see change as an opportunity – not a threat.”

Steve Jobs
innovation almost always creates **change**

.... and change often means **uncertainty** and **unknowns**

.... and uncertainty and unknowns can cause stress and a reluctance to **try new things**, **generate ideas** and **make choices**
Our brains are hijacked. They are wired to protect and warn us when we are faced with uncertainty. Bringing focus to our thinking / behaviour allows us to make a conscious choice.
In times of rapid change, standing still is the most dangerous choice we can make.

BUT, the pace of change, makes us feel like we have no choice...
Change traditionally took a long time ....

1800 1850 1900 1950 2000

First (1784) Second (1870) Third (1969) Fourth (Now) Fifth

Mechanical production, railroads and steam power
Mass production, electrical power, assembly lines
Automated production, electronics and computers
Big data, artificial intelligence, robotics

86 years 99 years 49 years

Now, it is a constant, seemingly relentless
You can run, but you can't hide...
Take a moment to think back...

What did you first think when you heard about

DRONES IN AGRICULTURE

SUGAR CANE ROTATION OF CROPS

CONSUMER WAR AGAINST SUGAR

Did your brain warn you or interest you?
Innovations are often rejected due to the use of old thinking to tackle new, unfamiliar challenges. “Innovating and embracing ambiguity is an imperative if you are to remain relevant.”

Change2020
why do some thrive while others barely survive?

ambiguity
uncertainty, unclear or paths yet to be travelled
For you to thrive...

1. Comfort with Ambiguity
2. Desire for Challenging Work
3. Managing the Uncertainty

Awareness  Acceptance  Action

Our results indicate less than **10%** have a clear or very clear tolerance of ambiguity

What does that mean for you?
So how do you thrive during ambiguity?
FIND YOUR TRIBE
GET CURIOUS
GET PASSIONATE ABOUT LEARNING
RESPECT THE PAST
RELEASE THE FUTURE
BET ON TECHNOLOGY
EXECUTE WITH DISCIPLINE
If at first you don’t succeed, don’t give up.

It took a total of 5,126 failed prototypes to make the first Dyson vacuum

Failure is an option. If things not fail you aren’t innovating

Elon Musk

www.ELITECOLUMN.com
How will you open your mind to

EMBRACE AMBIGUITY
and
INNOVATE