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LEANBH Project

**Learning to Evaluate Blood
Pressure at Home**



Lessons from trying to innovate in the age of digital disruption

Tech Connect

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RDS, Dublin

Paidi O'Reilly (PhD)

Innovation Advisor and Trainer

✉ p.oreilly@ucc.ie

in <https://ie.linkedin.com/in/paidioreilly>



Project Manager/Research Fellow

INFANT SFI Centre

Cork University Maternity Hospital

Wilton, Cork, Ireland

www.infantcentre.ie



Adjunct Innovation Lecturer

Business Information Systems

University College Cork

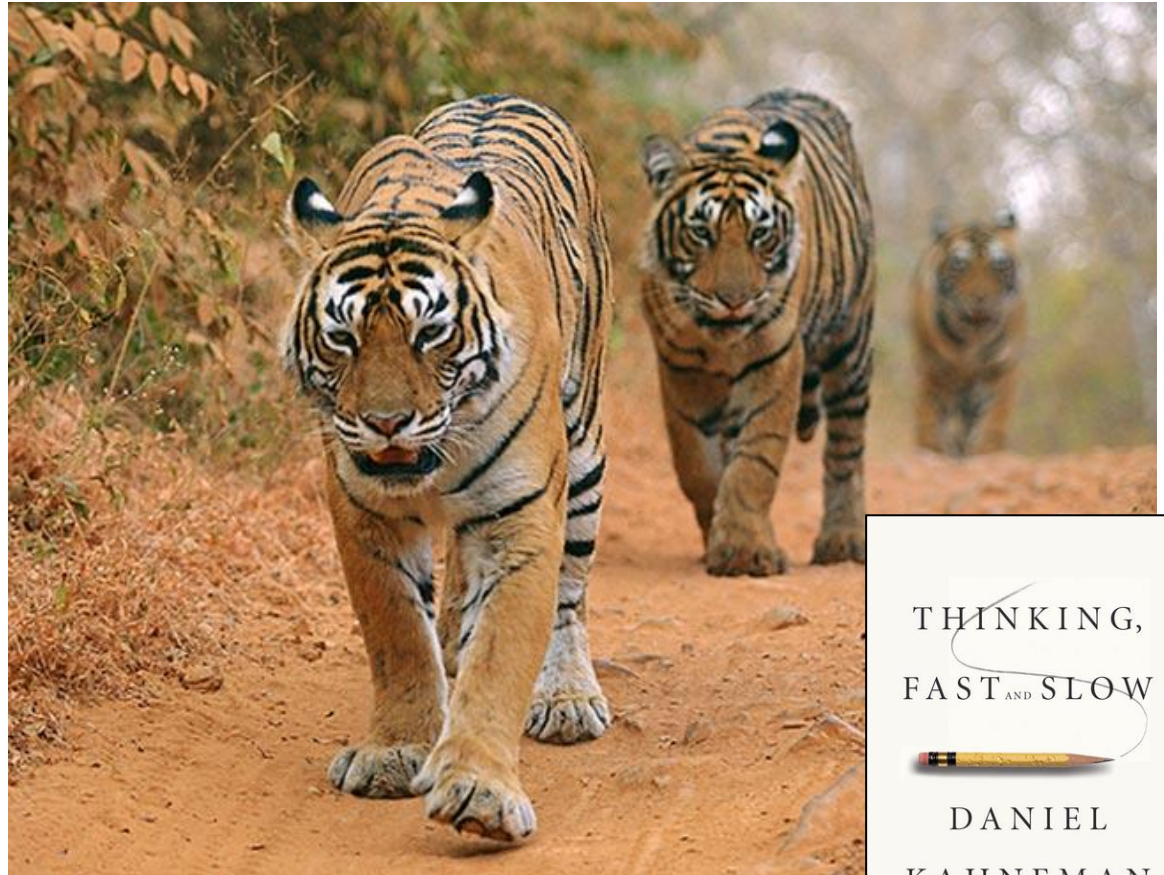
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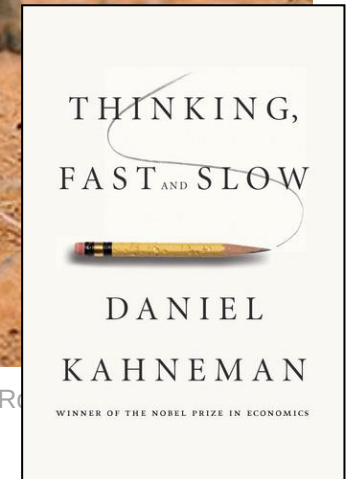


Wired to survive but ...

Human beings are illogical and irrational. For most of our existence, survival required that we think quickly, not methodically. Making a life-preserving decision was more important than making an accurate one. This has meant that the human brain has developed an array of mental shortcuts.



Source: <http://www.jagdeeprajput.com/Latest%20Large/Approaching-R>



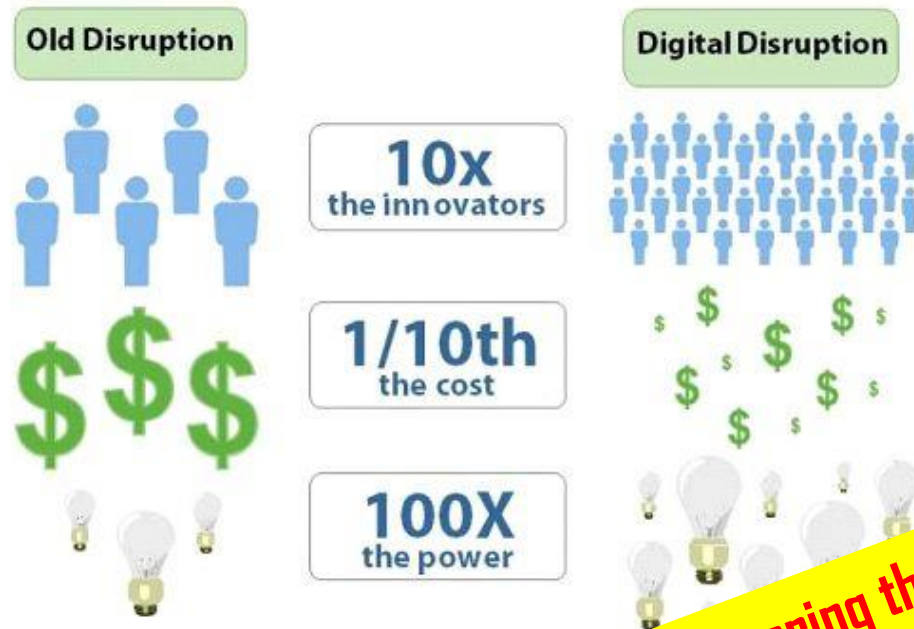
Rolling with the punches ...



The future continues to punch us in the face ...

Democratising of Disruption

Digital product disruption is better, stronger, faster



“The **distance between any idea and its digital realization is shrinking at an enormous rate** ... We are evolving towards a digitally disruptive economy – a world in which **everyone has the tools they need to bring their ideas to the market, test them, refine them, and eventually adopt the status quo** ... and at almost zero cost.

Digital disruption is rapidly lowering the bar ...

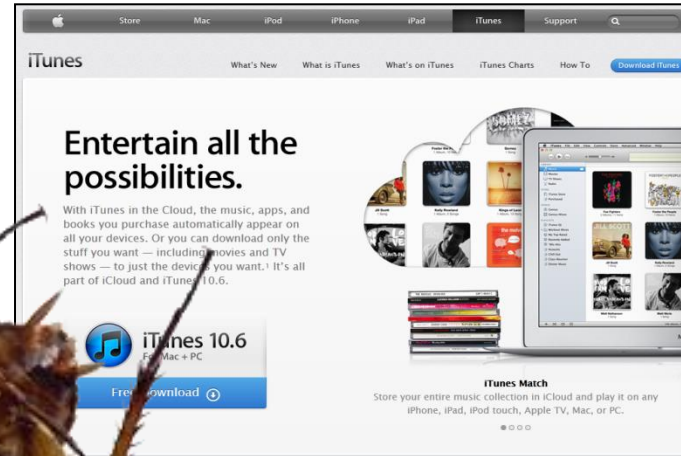
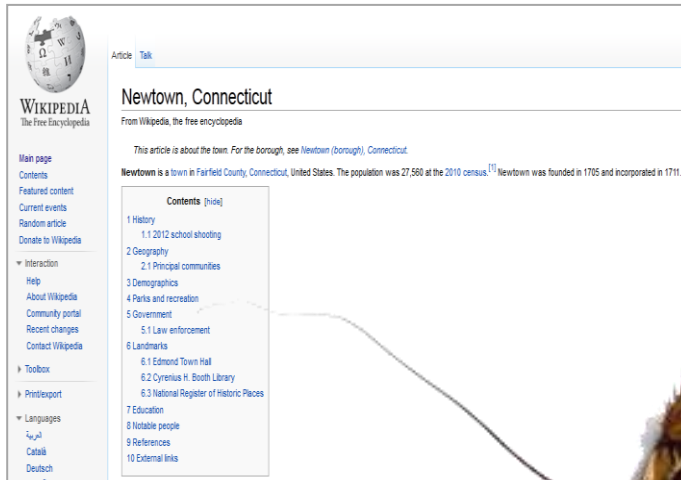
Source: http://www.digitaltransformationbook.com/wp-content/uploads/2014/04/digital_product_disruption.png

“The distance between an idea and the digital realization of that idea is so short - so cheap and so quick - that a bright 12-year-old can do it”.

James McQuivey
VP, Forrester



Looking around corners ...



PEST trends are both our biggest friend and our foe ...

Getting going ...



“The biggest risk is not taking any risk... In a world that changing really quickly, the only strategy that is guaranteed to fail is not taking risks”

The only strategy doomed to fail is one that does nothing ...

Identifying opportunities ...



**There are countless gaps in peoples lives that demand
compensatory behaviours ...**

Building empathy ...

THREE PREGNANT DADS

FROM THE BOOK OF EVERYONE

THE HIGHS AND LOWS OF 3 DADS AS THEY TAKE ON THE WEIGHT OF BEING A 9 MONTH PREGNANT MOM FOR ONE MONTH



Source: <http://3pregnantdads.com>

People address problems that are not part of their lives ...

Creating a bias for doing ...



**'Do' not in order to get something done but in order to
learn and learn early ...**

Failing in order to Succeed ...



*"Position yourself to
fail small in order to
Succeed Big rather
than Fail Big"*

Aim to fail rather than Fail.

Focusing on points of failure



The jet black swan has arrived at Abbotsbury in Dorset and set up home with the resident 600 white swans, which are all white

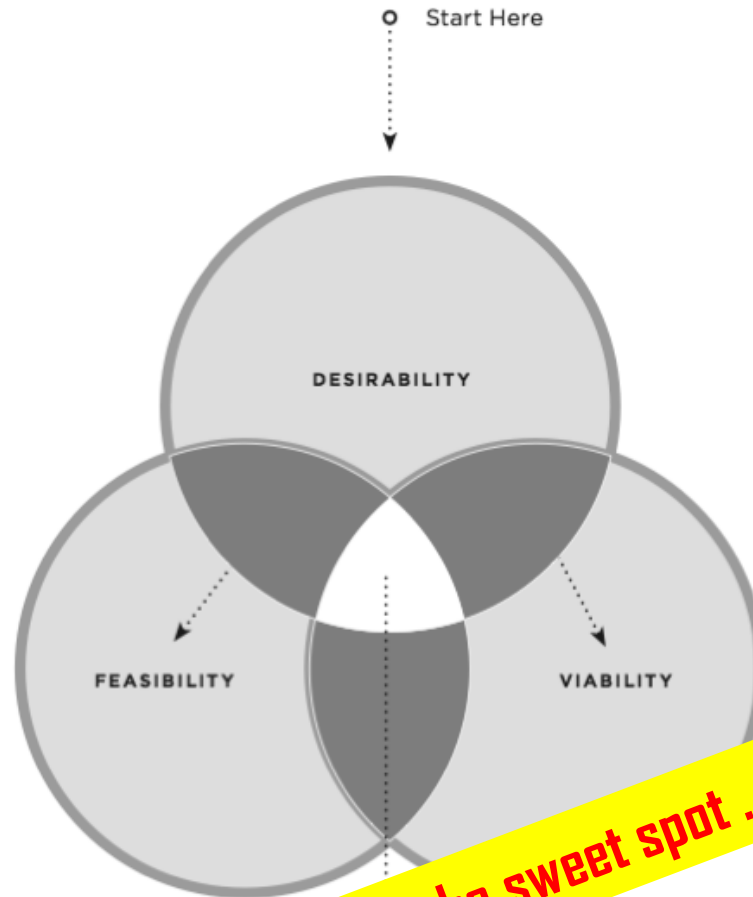
Zero in on the most likely points of failure ...

Poking the points of failure ...



Test the Riskiest Assumption (RAT) first ...

Probing the sweet spot



Seek out the sweet spot ...

... that emerge at the
the Human-Centered Design
should hit the overlap of these
three lenses; they need to be
Desirable, Feasible, and Viable.

Source : www.ideo.com

Meeting resistance ...



Organisations are like syrup ...

Changing expectations ...



*“Problems are
generally messy and
have no ideal
solution”*

Don't waste your time looking for ideal solutions...

Challenging the status quo



*“Just because things
are the way they are,
doesn’t mean that is
the way they should
be.”*

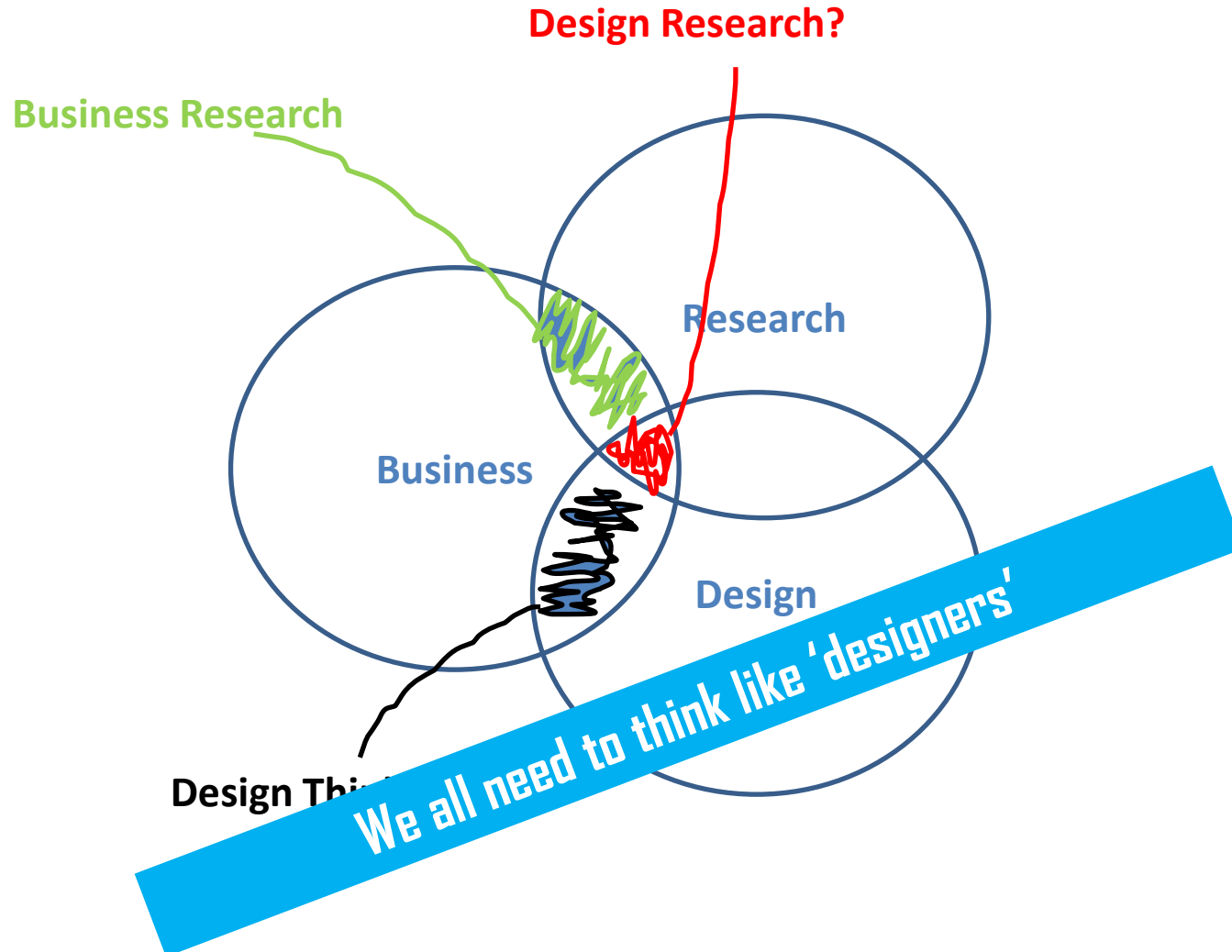
Learn to grab the banana ...

Innovation Management is ...



Innovation Management can be lonely ...

Where do these fit?





Moving from 'playing not to lose' to 'playing to win'

Doing things right versus doing the right things.

Many Thanks

 p.oreilly@ucc.ie
 <https://ie.linkedin.com/in/paidioreilly>

Source: <http://funnyshit.com.au/img/not-my-job-redux.jpg>

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