

Title	Lessons from trying to innovate in the age of digital disruption
Authors	O'Raghallaigh, Paidi
Publication date	2017-05-31
Original Citation	O'Raghallaigh, P. (2017) 'Lessons from trying to innovate in the age of digital disruption', Tech Connect Conference, RDS, Dublin, Ireland, 31 May.
Type of publication	Conference item
Rights	https://creativecommons.org/licenses/by/4.0/
Download date	2025-07-04 06:37:44
Item downloaded from	https://hdl.handle.net/10468/9926



UCC

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh



Infant

Irish Centre for Fetal and
Neonatal Translational Research

LEANBH Project

Learning to Evaluate Blood
Pressure at Home



Lessons from trying to innovate in the age of digital disruption

Tech Connect

31st May 2017

RDS, Dublin



BioScreen
HEALTH



To cite: O'Raghallaigh, P. (2017, May). "Lessons from trying to innovate in the age of digital disruption". Presented at "Tech Connect", RDS, Dublin, Ireland

Paidi O'Reilly (PhD)

Innovation Advisor and Trainer

 p.oreilly@ucc.ie

 <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

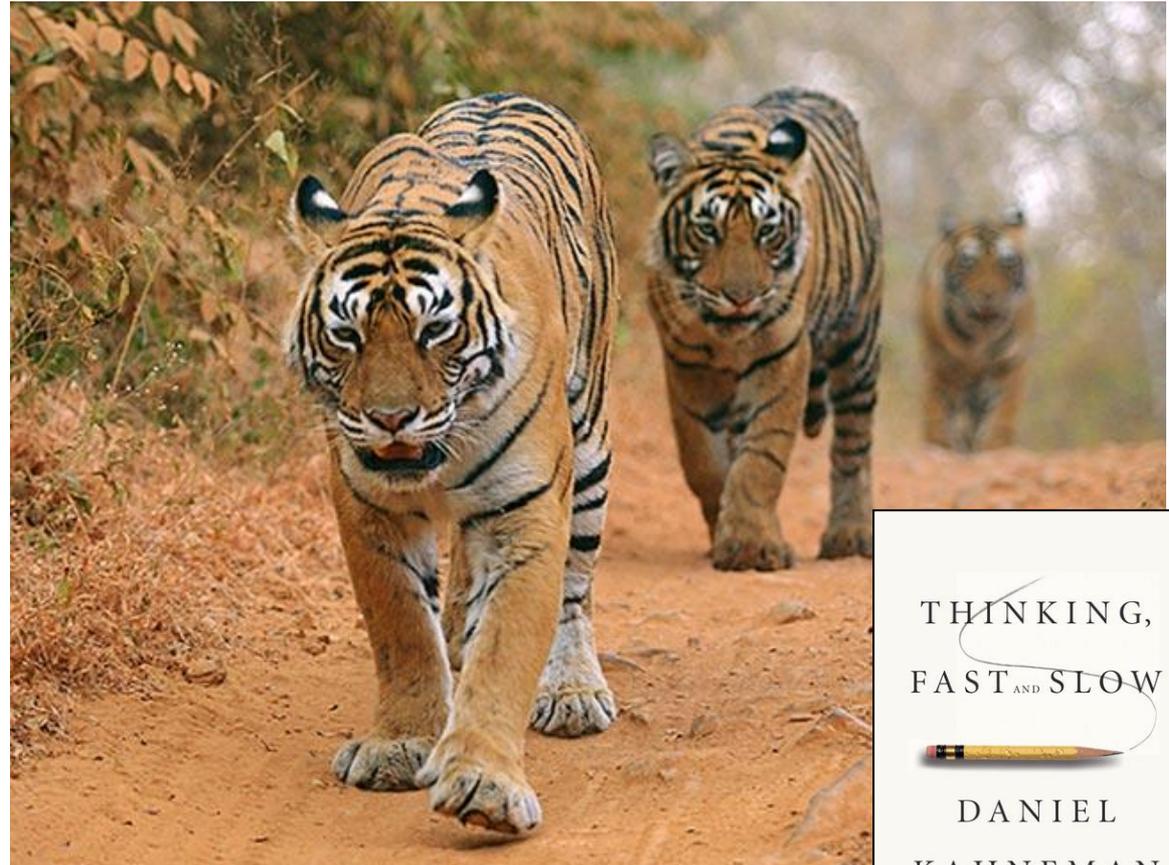
Cork City, Ireland

www.ucc.ie

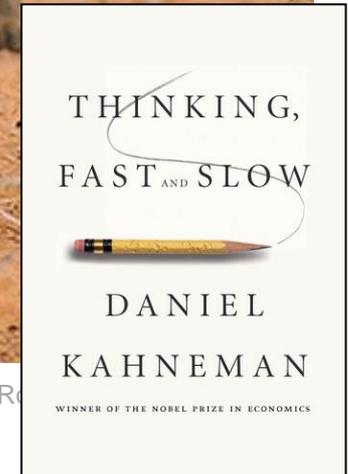


Wired to survive but ...

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 disrupt the status quo ... and at almost zero cost.”

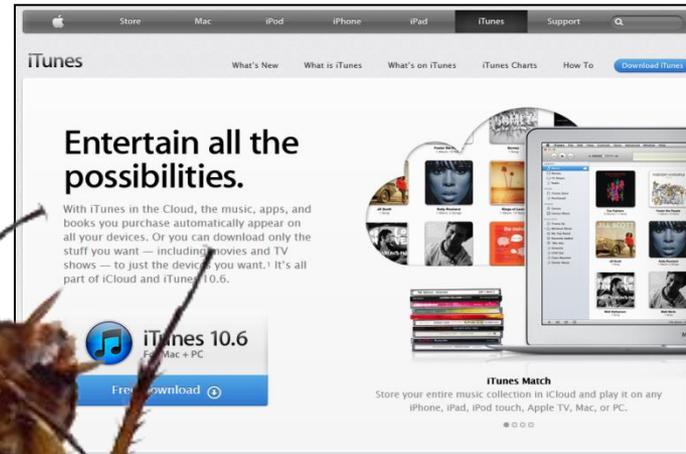
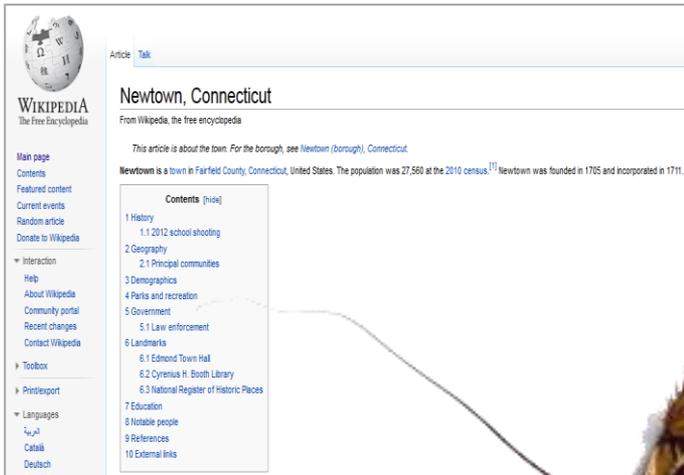
Digital disruption is rapidly lowering the bar ...

“The distance between an idea and the digital realization of that idea is shrinking at an enormous rate - 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 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



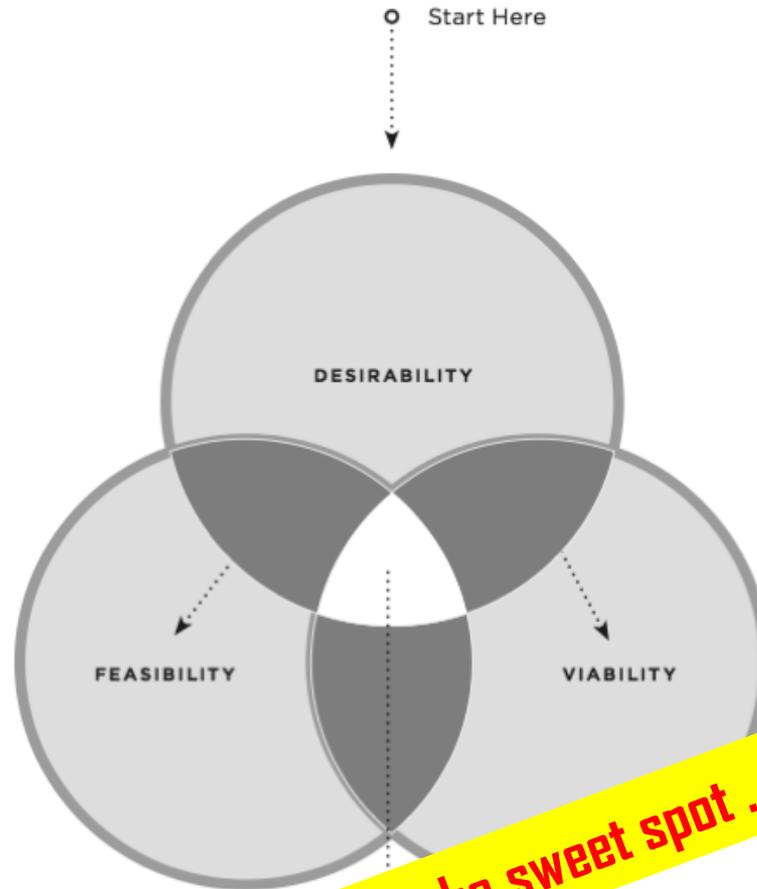
The jet black swan has arrived at Abbotsbury Swannery in Dorset and set up home with the resident 600 white swans, which are all white

Poking the points of failure ...



Test the Riskiest Assumption (RAT) first ...

Probing 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.”*

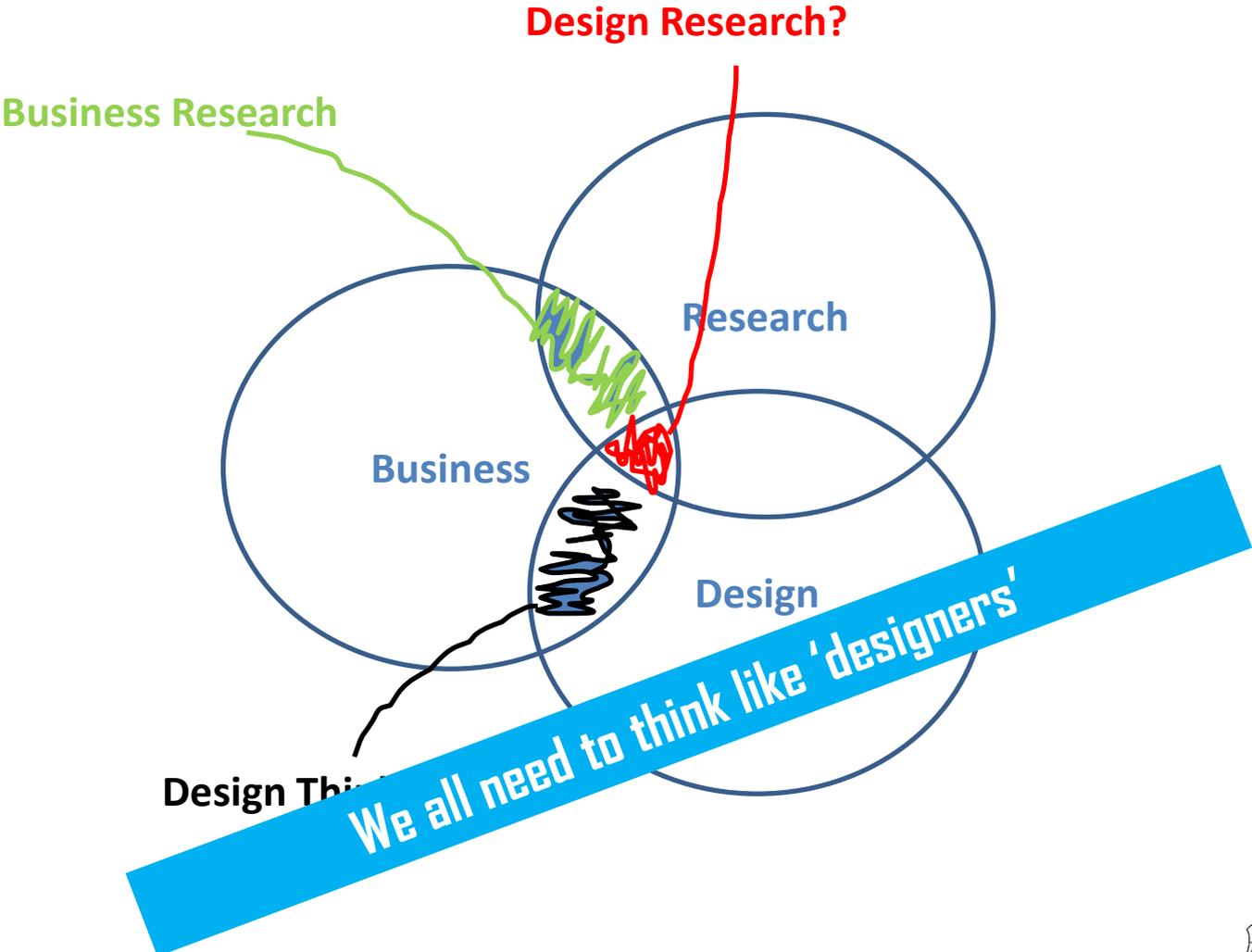
Learn to grab the banana ...

Innovation Management is ...



Innovation Management can be lonely ...

Where do these fit?





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

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>

Bibliography

Lane, S., O'Raghallaigh, P. and Sammon, D., 2016. Requirements gathering: the journey. *Journal of Decision Systems*, 25, pp.302-312.

McCarthy, S., O'Raghallaigh, P., Woodworth, S., Lim, Y.L., Kenny, L.C. and Adam, F., 2016. An integrated patient journey mapping tool for embedding quality in healthcare service reform. *Journal of Decision Systems*, 25, pp.354-368.

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2011) 'The design of effective theory'. *Systems, Signs & Actions (An International Journal on Communication, Information Technology and Work)*, 5 (1):117-132.

McCarthy, S., O'Raghallaigh, P., Fitzgerald, C. and Adam, F. (2017) A Typology for Organizational ICT Practice. In *Proceedings of the 50th Hawaii International Conference on System Sciences*.

O'Raghallaigh, P., McCarthy, S., Adam, F., (2016), Sociomateriality: An Object-Oriented Framework for IS Scholars, *IFIP 8.2 Working Conference 2016*, 9-10 December, Dublin, Ireland.

O'Raghallaigh, P., Lane, S., Adam, F., Sammon, D. (2016), Using Boundary Objects to Determine Software Requirements – An Exploratory Case Study from Healthcare, *SIG Health Pre-Conference Workshop*, 11 December, Dublin, Ireland.

McCarthy, S., O'Raghallaigh, P., Fitzgerald, C. and Adam, F., (2016), The Participatory Design of HIT Solutions: A Case Study of Interdisciplinary Stakeholder Involvement, *SIG Health Pre-Conference Workshop*, 11 December, Dublin, Ireland.

Dennehy, D., Kasraian, L., O'Raghallaigh, P. and Conboy, K. (2016). Product market fit frameworks for lean product development. In *Proceedings R&D Management Conference 2016 "From Science to Society: Innovation and Value Creation*.

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2012) Bringing some Order to the 'Black Art' of Innovation Measurement . In: Tadhg Nagle eds. *The 6th European Conference on Information Management and Evaluation University College Cork*, pp.243-250

O'Raghallaigh, P., Sammon, D. and Murphy, C. (2012) Using Focus Groups to Evaluate Artefacts in Design Research . In: Tadhg Nagle eds. *The 6th European Conference on Information Management and Evaluation University College Cork*, pp.251-257