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EIT ICT
RESULTS DAY,
OCTOBER 9, 2013

THE BUSINESS OF COMPELLING CONTENT IN BEHAVIOUR SPACE

Provocative author, speaker and leading practitioner in the field of strategic foresight, Alexander Manu surveys the changing context for innovation, and explores a few questions that will help organizations identify and validate ideas, transforming them into platforms for engagement and participation, or what he calls “a new behavior space”. Behavior space is a multidimensional construct that includes time, rhythm, motion, attention, retention, a variety of stimuli and a variety of responses. Behavior Space is the ecosystem of dependencies that insure the performance of a human activity. Manu proposes that corporations do not design products or services anymore: they design behaviour spaces.

Innovation is the creation of a new behavior; mediums (in the form of products, services, ideas, platforms, technology) disrupt the existing behavioral norm allowing new behaviors to emerge. Innovation is then a human activity, which resides in our motivations, and manifests itself as behavior. The product or service is simply the disruptor that enables a new behavior space to emerge. The size of the behavior space footprint, represents the potential value a product or service offers; the greater the value potential, the greater the monetization potential.

The challenges for the innovation creating enterprise in this context are not technical or tactical; this is strategic challenge to the limits of our imagination. If technology is a medium into the possibilities of any experience, what experiences do we want to make possible now? The session will offer a new perspective on current behavioural disruptions which are relevant to the continuity of business, as well as a set of practical methodologies for business re-design.

Topics include:

- *Disruption, Change and the organization;*
- *Dynamic and adaptive strategies;*
- *Innovation in the The Emerging Context, New Sources of Value; Distinctive Competencies and New Business Models*
- *Mapping Opportunity*

Alexander Manu is a strategic innovation practitioner, international lecturer and author. He provides strategic counsel and future based advisory to executive teams in Fortune 500 companies in industries as diverse as consumer packaged goods, media, advertising, mobile communications and manufacturing. Alexander lectures around the world on innovation, imagination, change agents and strategic foresight. He is a Senior Partner at Innospa International Partners teaches “Innovation, Foresight and Business Design” at the Rotman School of Management, at the University of Toronto and he is a Professor at the OCAD University, and a visiting lecturer at the Wallace McCain Institute for Entrepreneurship.

For over 25 years he has enabled global companies as diverse as Motorola, LEGO, Whirlpool, Nokia, Navteq and Unilever, to develop policies and strategies that address emerging issues through strategic foresight and pre-competitive business models. Alexander Manu was the Founder (2005) and Director of the Beal Centre for Strategic Creativity, a non-profit research think tank operating in Toronto, where he developed new methodologies in strategic foresight, focusing on the intersection of behavior, technology and business capability.

Author of “Disruptive Business: Desire, Innovation and the Re-Design of Business”, 2010., “Everything 2.0: Redesign your Business Through Foresight and Brand Innovation”, 2008, “The Imagination Challenge : Strategic Foresight and Innovation for the Global Economy” , 2006, “ToolToys: Tools with an Element of Play”, 1995, and “The Big Idea of Design”, 1999 , as well as of numerous articles published in national and international periodicals.

His most recent book, “**Behaviour Space: Play, Pleasure and Discovery as a Model for Business Value**” was released by Gower Publishing in December 2012.

Alexander has an exceptional and sustained activity as an international lecturer, being invited to give over 450 keynote lectures in 24 countries.

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