

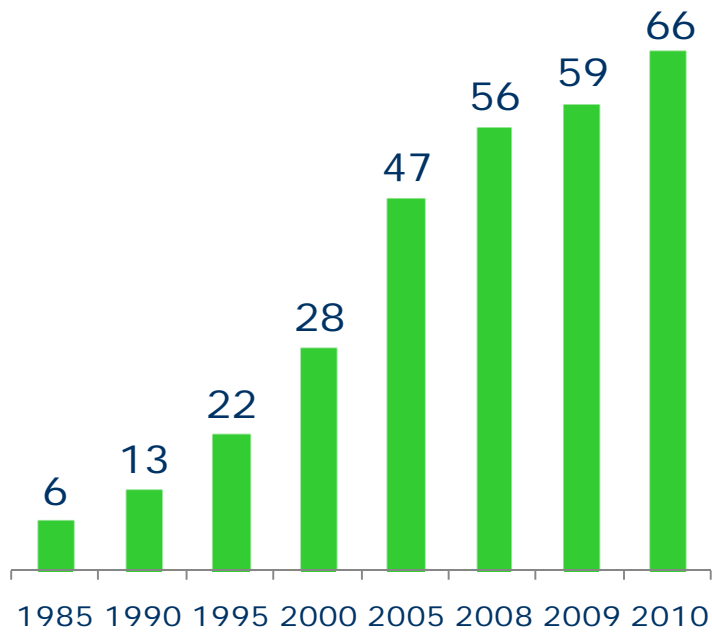
INNOVATION A CULTURAL CHALLENGE

Joachim von Heimbürg
GM Innovation & Corporate Program
June 2011

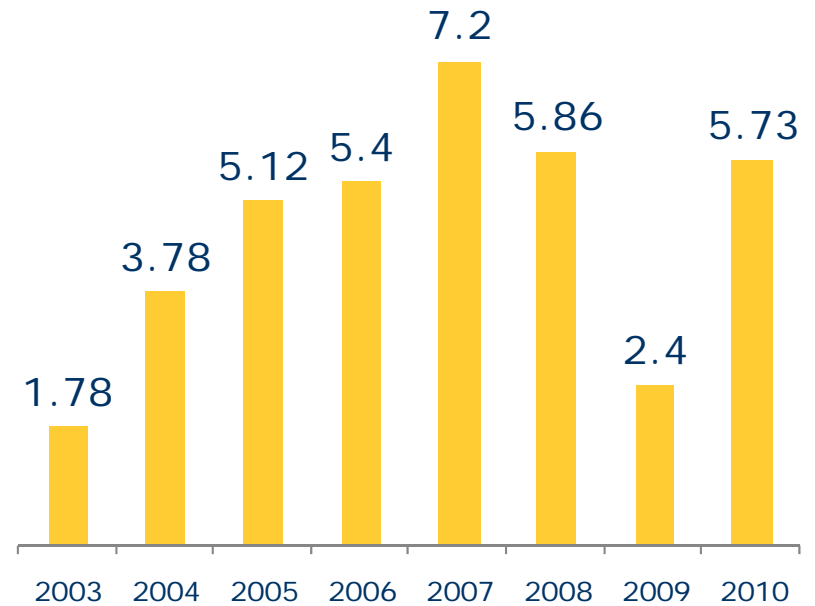
SABIC Today



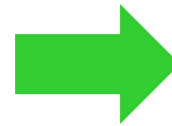
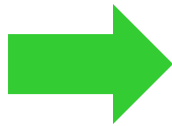
Production growth (million tons)



Net income (billion US\$)



Invention is about turning money into knowledge



Invention is about turning money into knowledge,
Innovation is about turning knowledge into money



INNOVATION IS EVERYBODY'S JOB!



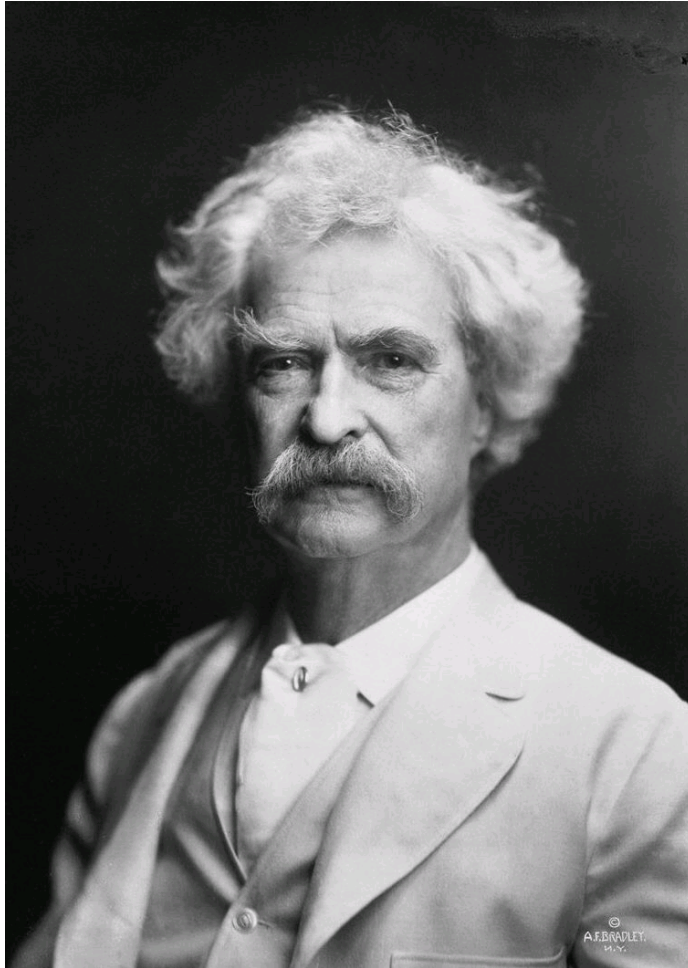
It's easy – just ask a consultant

“Engaging people in innovation is hard work; however our clients have realized that following a simple process reduces the difficulty. If you want your employees to engage in innovation activities and help them understand WHAT YOU MEAN by Innovation, and WHY it is important, then show them that ***everyone is innovative***, just with different approaches.”

Quote from website of Desai Group



Is this You Mr. Chief Executive?



I love Progress,
but I hate Change!
(Mark Twain)

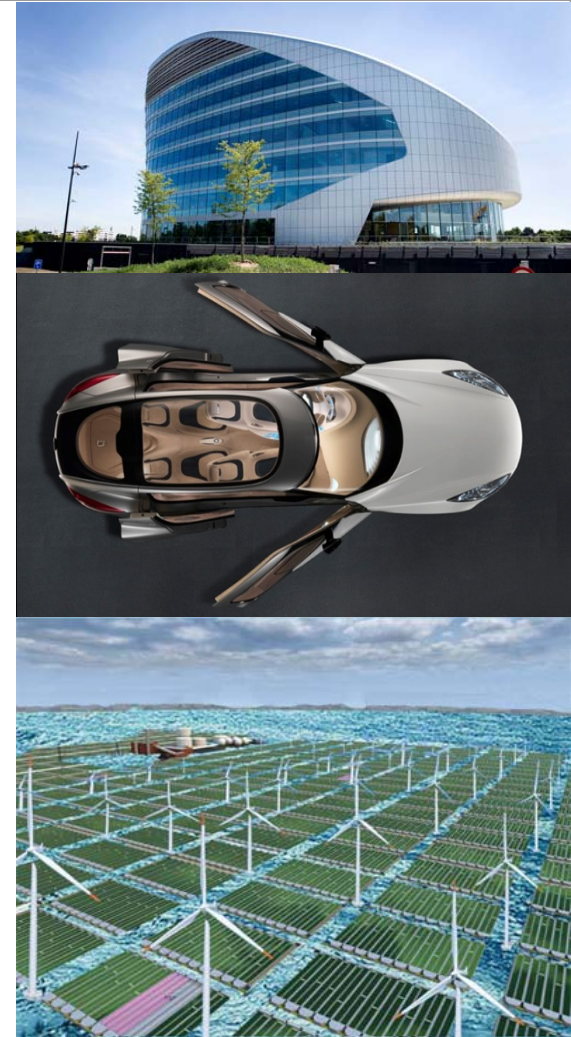
Culture of typical manufacturing company

- Predict + Repeat
- Minimize Risk
- Never Fail
- Invention (R&D)
- Activities



Living a culture of innovation

- Predict + Repeat → **—Learn + Adapt**
- Minimize Risk → **—Manage Risk**
- Never Fail → **—Fail Early + Cheaply**
- Invention (R&D) → **—Innovation (All)**
- Activities → **—Results**



A culture of innovation