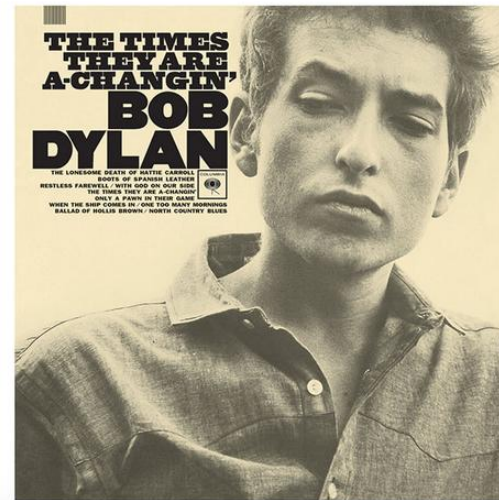
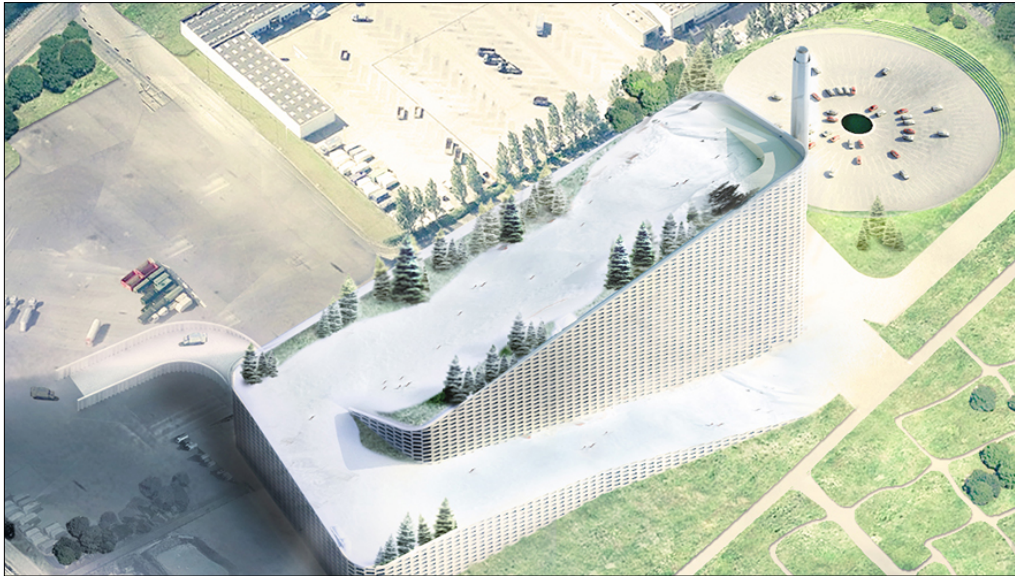


People don't really fear  
**change**, people just don't  
like **the unknown**.

   RamonVullings







**Ramon Vullings**  
speaker, cross-industry expert & ideaDJ

*Ramon helps business leaders with strategies, tools & skills to look beyond the borders of their domain to transform their business in a smarter way.*

Executive Professor @  
Antwerp Management School  
Fontys University of Applied Sciences, Eindhoven

RamonVullings.com







**3**  
**wrong**  
**questions?**



**ideaDJ**

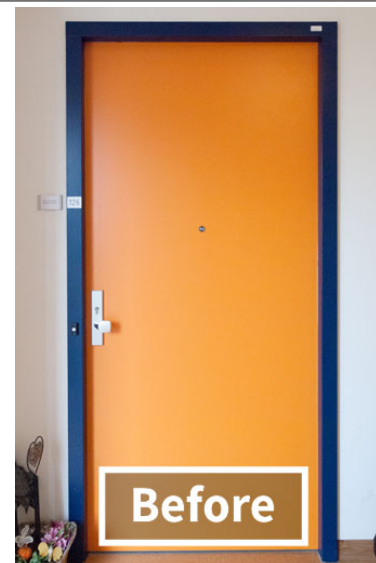
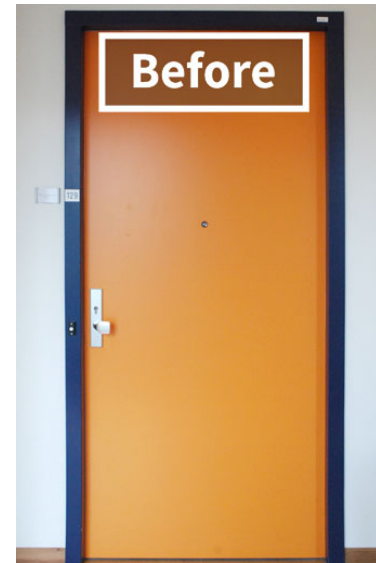




ideaDJ: someone who creates  
**impactful** and **beautiful**  
combinations which add **value**.

   RamonVullings









The  
Perfect  
ideaDJ  
Mix



   RamonVullings

REFUSE  
TO ← ← ←  
ACCEPT  
→ → THE  
CURRENT  
REALITY



Onze visie is 100% slaafvrije chocolade. Wist alleen onze chocolade. Maar alle chocolade wereldwijd.

Met waanzinnig lekkere chocolade geven we het voorbeeld en laten we zien dat chocolade maken anders kan: in smaak, verpakking en de manier waarop we met de cacao-beerders omgaan.

In ons eentje maken we onze chocolade slaafvrij, maar samen maken we alle chocolade 100% slaafvrij. Dus we vragen jou met ons mee te doen.



Want hoe meer mensen kiezen voor slaafvrije chocolade en ons verhaal delen, hoe eerder 100% slaafvrije chocolade normaal wordt. Uiteindelijk bepaal jij. Doe je mee? Deel onze chocolade en deel ons verhaal.

CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE



sign the petition ↓



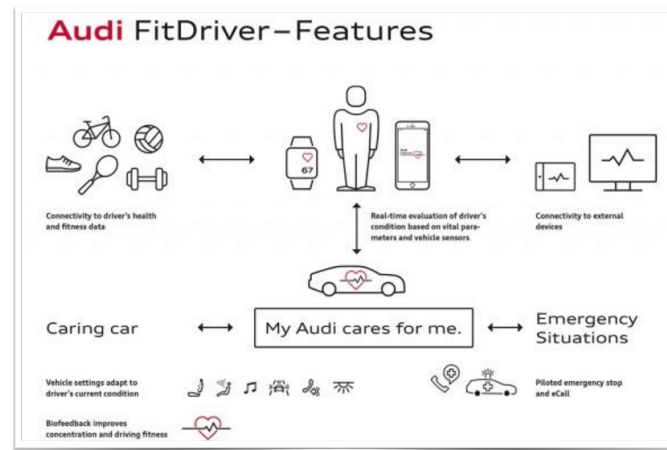
A SWEET  
SOLUTION  
TO CHOCOLATE'S  
BITTER  
TRUTH

What sector are we really in?  
What do we actually do?

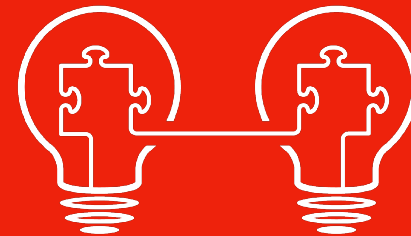
   RamonVullings

industry borders  
are blurring

   RamonVullings



Healthcare meets Automotive



cross-industry innovation  
ideaDJs love that...






**Automotive meets gaming**









































# R&D at the US Navy: Rip-off & Deploy!

**Message** More...

**Jim "hondo" Geurts · 1st**  
 Assistant Secretary of the Navy for Research,  
 Development, and Acquisition at US Navy  
 Arlington, Virginia · 500+ connections · [Contact info](#)

 **US Navy**  
 **Harvard Kennedy School**



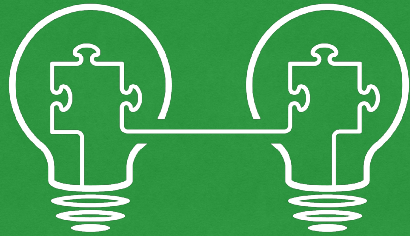
								
								
								
								
								
								
								
								

# WWxD?

What Would x Do?



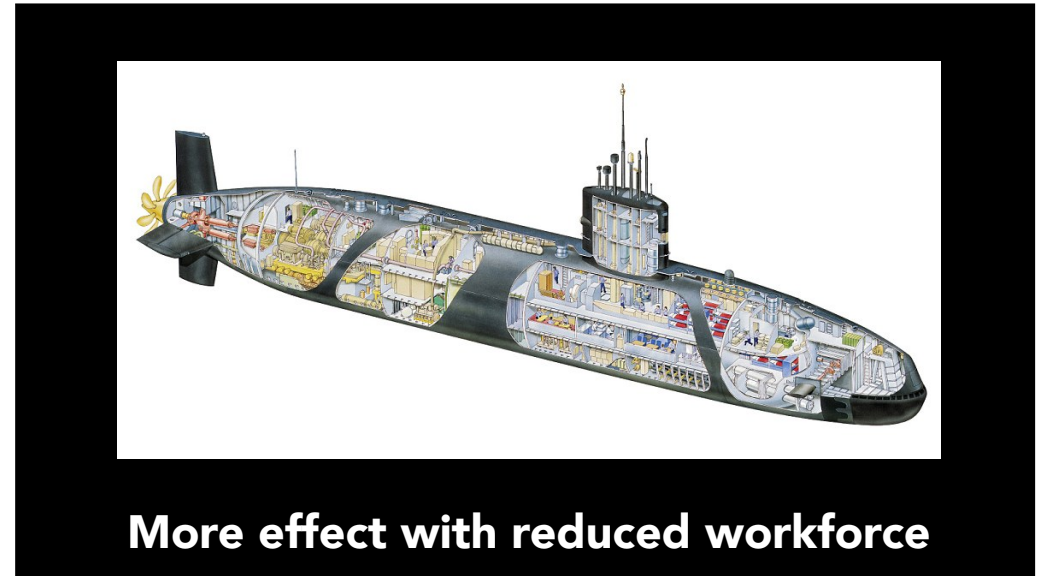
## cross-industry program example



**More effect with reduced workforce**

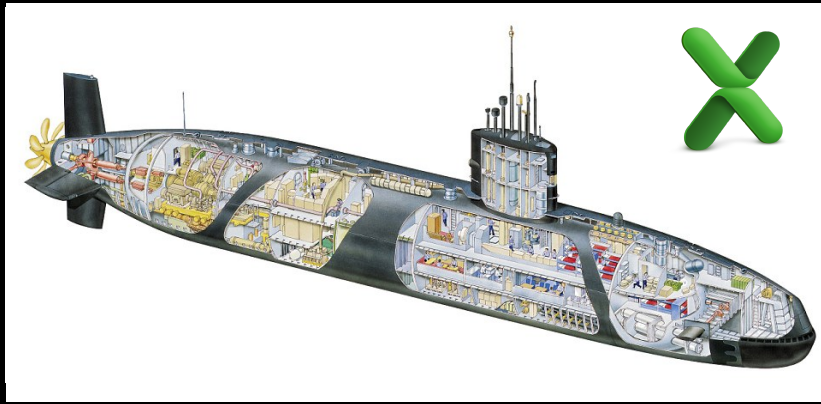


**More effect with reduced workforce**



**More effect with reduced workforce**

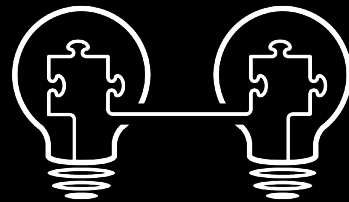




**More effect with reduced workforce**



**Products / Services**  
**Processes / Flows**  
**Business Models**  
**Partnerships**  
**Leadership**  
**Strategy**  
**Culture**



**CURIOSITY**  
**IS YOUR**  
 ↙ ↘  
**SUPER**  
**POWER**  
 ↗ ↖





ideas don't have to be new.

ideas just have to be new to you,  
or your target audience!

   RamonVullings

**WORK**  
← ↖ ↑ ↗ →  
**SMARTER**  
**NOT**  
↓ ↓ ↓ ↓ ↓  
**HARDER**



HSBC   
The world's local bank



HSBC   
The world's local bank

## Business Synonyms Method



HSBC   
The world's local bank



**Customer** = Client = Consumer = Student = Patient =  
 Shopper = Buyer = Purchaser = Stakeholder = End-user =  
 Patron = Prospect = Supplier = Complainer = Pain in the \*ss =  
 King = Queen = Passenger = Guest = Troublemaker = Boss =  
 Employee = Investor = Civilian = Savage = Animal = Child =  
 Teacher = Wholesaler = Life Saver = Family = Relation = ...

How can we get more **customers** to **visit** our **store**?

students	call	website
stakeholders	stay at	pop-up
passengers	stop at	warehouse
teachers	wait at	outlet
family	frequent	armoury
guests	see	silo
investors	reside in	app
...	...	...

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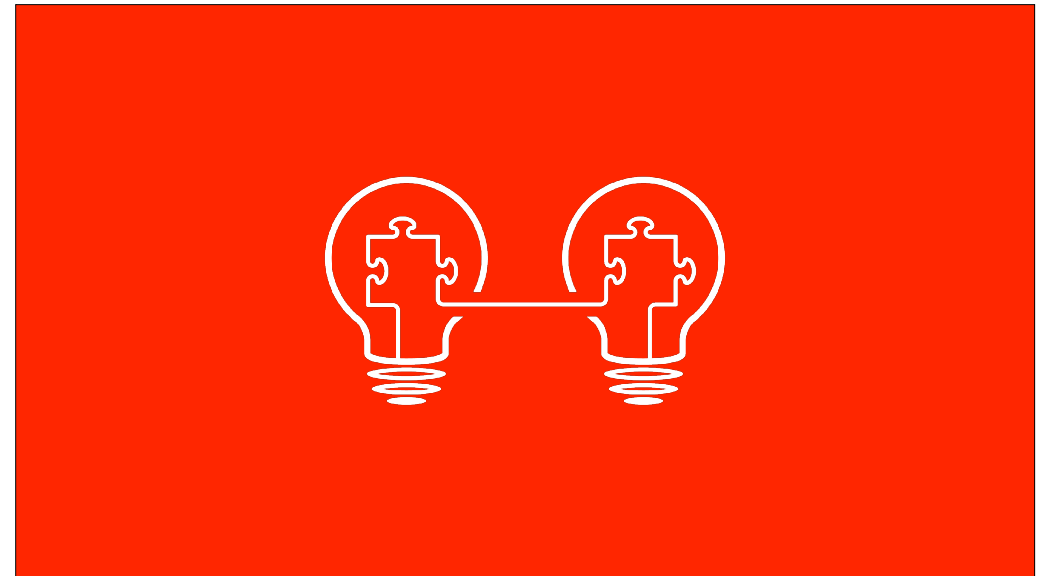
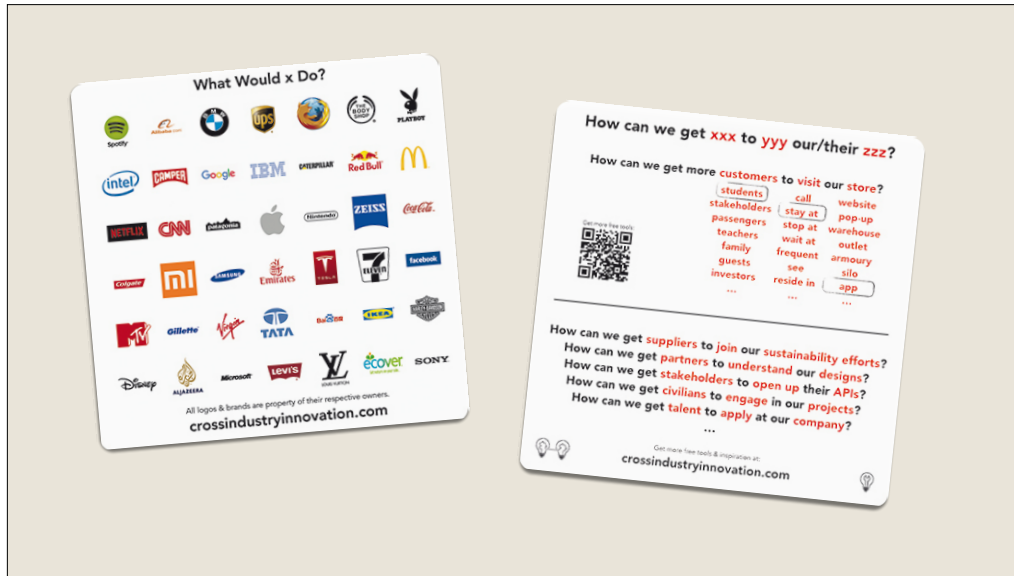
**Let's look at other areas !**

**How can we get customers to use our services more?**

**How can we get talent to apply at our organisation?**

**How can we get xxx to yyy our/their zzz?**

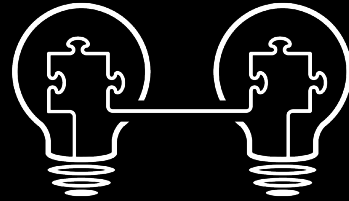






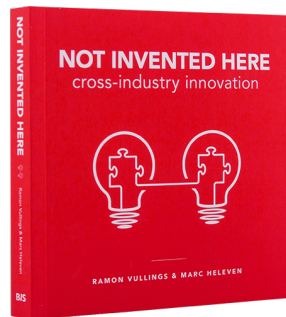
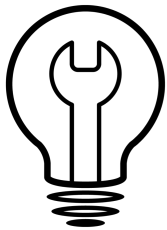


**Products / Services**  
**Processes / Flows**  
**Business Models**  
**Partnerships**  
**Leadership**  
**Strategy**  
**Culture**



~~WHAT~~

HOW



[crossindustryinnovation.com/21ways](http://crossindustryinnovation.com/21ways)

## 21 ways for innovation & strategy

A 21 ways set is a custom curated compilation of checklists and inspiration sources for:

product & service ideas, product development, service innovations, business model generation and defining strategic directions.

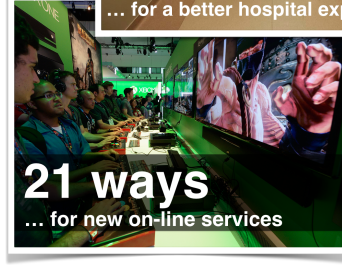
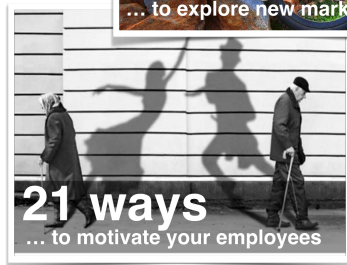
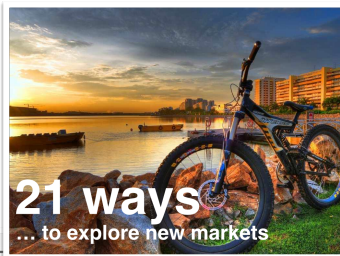
The goal is to use the set as 'springboard' to generate ideas based on the examples / strategies / inspiration.



[crossindustryinnovation.com/21ways](http://crossindustryinnovation.com/21ways)



[crossindustryinnovation.com/21ways](http://crossindustryinnovation.com/21ways)



[crossindustryinnovation.com/21ways](http://crossindustryinnovation.com/21ways)



[crossindustryinnovation.com/21ways](http://crossindustryinnovation.com/21ways)



## 21 cross-industry innovation principles for generating new business for industrial energy solutions.

1. [Business model innovation](#) (p. 10)
2. [Make money](#) (p. 18)
3. [Extreme engineering](#) (p. 27)
4. [Mega impact technologies](#) (p. 34)
5. [Reliability](#) (p. 43)
6. [Sustainable](#) (p. 53)
7. [Flexible](#) (p. 61)
8. [Learn from aviation](#) (p. 68)
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15. [Green business models](#) (p. 125)
16. [Innovation checklists](#) (p. 135)
17. [Magnetising](#) (p. 139)
18. [Measuring and monitoring](#) (p. 146)
19. [The power of zero](#) (p. 152)
20. [Disruptive innovation](#) (p. 159)
21. [European statistics](#) (p. 165)

Note:  
This is a custom curated list based on an innovation starting question. Each 21 ways set is different.

[crossindustryinnovation.com/21ways](http://crossindustryinnovation.com/21ways)

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PRINCIPLE

10

# New players on the (energy) market

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10

New players on the  
energy market

## Vertical market expansion into the energy sector

New Companies Entering energy Will Force  
Existing Competitors to Respond

- Redefining "Energy" in light of changing market dynamics such as:
  - Shale oil & gas
  - Renewable energy
  - Efficiency and green standards
  - Energy savings as revenue
- New business models in energy generation, procurement, and management
- Moving from equipment to solution sell
- Retiring workforce for operations at utilities, oil & gas and heavy industry open the door to more third party outsourcing opportunities
- Increasing automation in homes, buildings, factories, the grid, cities and oil fields all center around better energy usage

Slideshare...  
[www.slideshare.net/crossindustryinnovation/21ways-for-energy-8810144](http://www.slideshare.net/crossindustryinnovation/21ways-for-energy-8810144)

FROST & SULLIVAN

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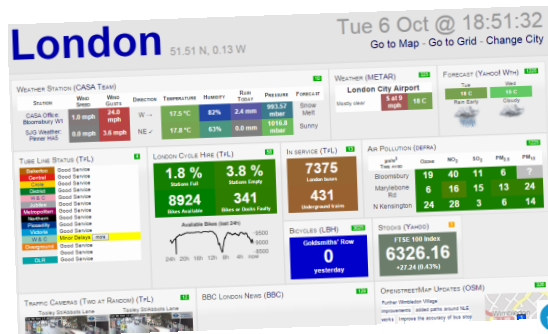
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## Measuring and monitoring

[crossindustryinnovation.com/21ways](http://crossindustryinnovation.com/21ways)

## City dashboards



[crossindustryinnovation.com/21ways](http://crossindustryinnovation.com/21ways)

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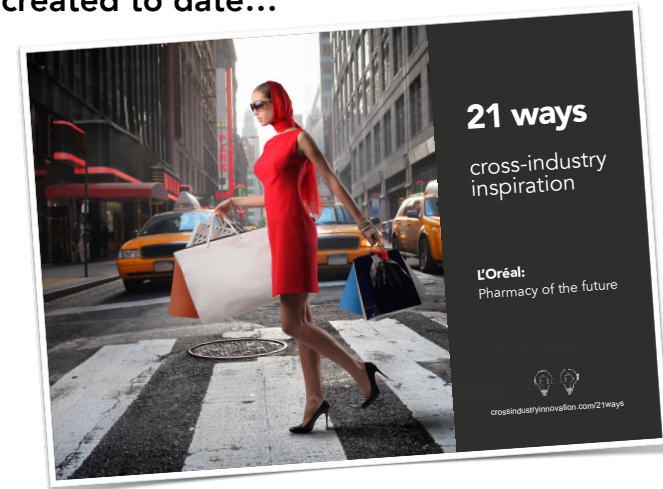
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264 sets created to date...



crossindustryinnovation.com/21ways

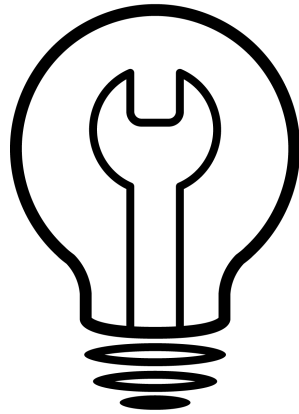
## Someone else has solved your problem...

Just **Google**:  
**How does ... work?**  
**Business lessons from ... ?**  
**Logistical insights from ... ?**  
**...?**



~~WHAT~~

HOW



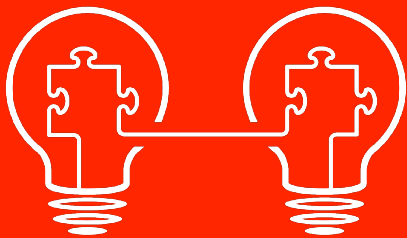
[crossindustryinnovation.com/slotmachine](http://crossindustryinnovation.com/slotmachine)

**Cross-Industry Jackpot**

Type  YOUR activity to innovate Appliance

3D  SUBSCRIPTION

GO!

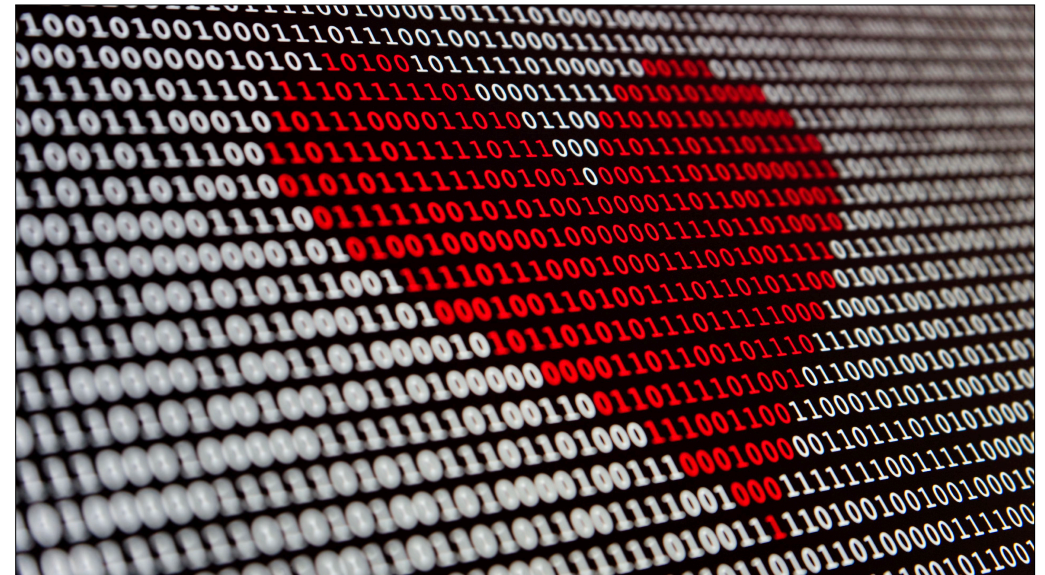
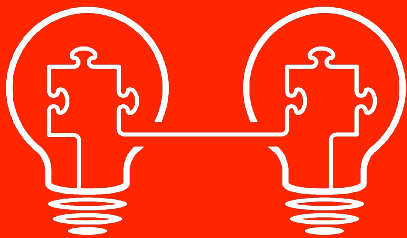


**FIND  
THE  
X  
FACTOR**



# colruyt

The ultimate job title: **work simplifier** !



**We can only  
connect the dots  
that we collect.**

— Amanda Palmer



**REMIX**

**To wrap up...**



**wicked problems require combined solutions  
ideas don't have to be new (to the world)  
cross-industry innovation is a smart way  
don't copy-paste, copy-adapt-paste  
find the x-factor!**



   **RamonVullings**

**strive for...**




**The  
Perfect  
ideaDJ  
Mix**



***the world needs more ideaDJs !***



**Interested in the slides, tools & links?**

**Post your key insight from this session  
on Linked  and lets connect!**

**You'll receive the full set! 😊**



**Ramon Vullings**  
**[ramon@ramonvullings.com](mailto:ramon@ramonvullings.com)**