

## Innovation as Status Quo

### When everyone innovates who wins?

**State of the World, yesterday:** People and organizations strived to do what they were doing as efficiently as possible. Some of them occasionally tried out new things and some of these did very well, to the detriment of some who did not.

**State of the World, today:** People and organizations strive to do what they are doing as efficiently as possible. A growing number of them systematically innovate and are growing accustomed to continuous change. Most of those who innovate- established and new multinationals, a host of small start-ups, progressive public organizations and NGOs - are doing very well, to the detriment of some who are not.

**State of the World, tomorrow:** People and organizations will strive to do what they are doing as efficiently as possible. Most of them will systematically innovate and for them continuous change will have become a way of life. Most of those who innovate better and faster will do very well, to the detriment of those who are slightly slower.

**Must there be winners and losers?** The short answer is that innovation, like human evolution, is about change and adaptation. In a competitive global context the gains will be distributed towards those who innovate more, faster and better. To date the impact of innovation on the nature of work has been enormous and in future, in capitalist systems, not everybody will benefit for at least two reasons.

**First,** a lot of innovation improves efficiency by putting people out of work. This has been true in agriculture, industry and services where much manual or routine work has been mechanised. The time is now one where even doctors, lawyers and architects are experiencing threats from innovation. Common economic wisdom says that the people whose jobs



## Performa News

### Summer Seminar Series 2015, 7th July, University of Patras, Greece

Dimis has been invited to address the Summer Seminar Series organised by the Innovation and Entrepreneurship Unit (IEU) of the University of Patras, Greece. See: [www.upatras.gr/en](http://www.upatras.gr/en)

IEU was established and operates as part of the Operational Program "Educational and Lifelong Learning", which is co-funded by the European Union (European Social Fund) and National Resources of Greece, See [here](http://ps.innovation.upatras.gr/en/home) (<http://ps.innovation.upatras.gr/en/home>).

The Seminar series will be held in early July, at the University of Patras Campus, and is targeted towards graduates, undergraduates and postgraduates of the University, with the theme of Innovation and Entrepreneurship.

Dimis, invited among distinguished academics and market executives, will deliver his seminar on *The Art of Innovation, Integrating Creativity in Organizations*.

### Dimis' interview in Slovenian Newspaper and Radio

See [here](#) for another interview on Dimis' work and beliefs on Happiness at Work, in Slovenian magazine Issuu.com

See [here](#) for the article in newspaper Sobotno Delo  
See [here](#) for the radio interview in Radio Slovenia



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have been eliminated will find new jobs in expanding economies. True, but this takes time. In the process careers can go down the drain and lifetime expectations can crumble as “temporary unemployment” may extend to many years especially in environments where relocation/ retraining/ redeployment is sluggish.

**Second**, those who benefit most from innovation are the rich and powerful. The rich are by far the most important innovation users/consumers. They make up the largest proportion of the markets to which innovation resources are directed. Unfortunately there are many others who will be marginalized and denied the fruits of innovation.

**Individuals and societies** will have to deal with both these negative by products of innovation. Individual creativity and social innovation are good friends in the process, but they are not enough. Institutions and mechanisms must be imagined and established to help people cope. A State of the World with innovation happening at an ever accelerating pace without a culture of solidarity and support to ensure people are not excluded, will be a shameful state indeed.

For creative people, learning should be a lifelong commitment. But it needn't be a financial commitment, with these free online courses... See [here](#)

delivered by reputable education providers: among them, Harvard, M.I.T and the mighty Calarts - the spiritual home of Toy Story/Pixar - and the Open University. There's all sorts of topics on offer, ranging from design/creativity to scaling a business, negotiating contracts and raising finance...and we've thrown in a few at the end just for fun!

**"66 techniques créatives pour animateurs et formateurs" - Le dernier livre d'Hubert Jaoui et Isabella Dell'Aquila**

If your French is good enough, dont miss out on reading the latest book written by Hubert Jaoui and Isabella Dell'Aquila, EMS Editions, 2015. See [here](#) for more details