Desire and Innovation

Professor Ron Johnston
Australian Centre for Innovation
University of Sydney
www.aciic.org.au

Australian Society of Cosmetic Chemists
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Innovation in a Global Knowledge
The Intriguing Concept of Desire

http://www.youtube.com/watch?v=HGKcX5qW22k
What Does Wikipedia say?

Desire is a sense of longing
for a person
or an object
or an outcome

Human desire is the fundamental motivation of all human action (Thomas Hobbes, 1588-1679)
“Everything we know, do and desire is the outcome of fire”

Insights for Innovation

- Discovery **does not** produce innovation
- Innovation occurs when humans embrace the discovery as a technology to enhance the human condition
- Technologies are bridges to the future and a better life
- But they are indeterminate in that we don’t know precisely where they lead, or who (and how) will define the destination
Innovation Re-defined

- Innovation is an outcome, not a process
- All innovation is aspirational
- The role of business is to produce means through which people can “manifest what they want, who they are and who they want to become”
Which means...

- We know a lot about developing technology
- But much less about human desire
- Innovation outcomes are not the consequence of technology but of human motivation, which flows from desire
- "Innovation is rooted in desire, not need"
The Role of Desire in Innovation

Maslow’s Hierarchy of Human Needs (Desires?)
Basic Desires for ‘Nourishment’

- Smooth
- Soft
- Shiny
- Sweet
- Fragrant
- Intoxicating
- Beauty
- Pleasure
But also …

- **Motivating Desires**
  - To participate
  - To leave a mark
  - To maintain and enhance
  - To actualise
  - To propagate self

- **Ultimate Desires**
  - Knowledge
  - Understanding
  - Hope
But of course we still need to deal with the basics of innovation management

Four organisational pillars of innovation
- culture and environment
- strategy
- innovation practice
- traits, beliefs and attitudes of managers to creativity and innovation.
The Challenging Concept of **FEAR**
For many people:

- Uncertainty causes stress
- Change is threatening
- New ‘things’ require effort – learning and adaptation
- Conspiracies by the powerful abound
- Risk is to be avoided, at all cost
The Messages that Innovators Need to Get Out

- Technology is any extension of human capability developed by humans – hence it is fundamental to our humanness, our survival, our development.
- Technology is transformative – earlier regulations, systems, structures and education will need to be adapted.
- We have developed a strong capacity to manage new technology.
- We recognise the important role of community in shaping both technology and its context.
A Protocol for Introducing New Technologies

- careful characterisation of the new technologies in all their aspects
- identification of key features that have high hazard potential and support for research to realise an understanding of the possible risks
- an evaluation of the existing framework of standards, regulations, good practice and education, which were inevitably developed for the previous generation of technologies
- caution in managing release into the economy, society and the environment