

# *Desire and Innovation*



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Australian Centre for Innovation & International Competitiveness

## 21st Century focus



## Where we work



The Australian Centre for Innovation works with public and private organisations around the world to better address the challenges of the future through innovation...

> [Read more](#)

## Education & Training

Engineering Management, Innovation and Entrepreneurship...

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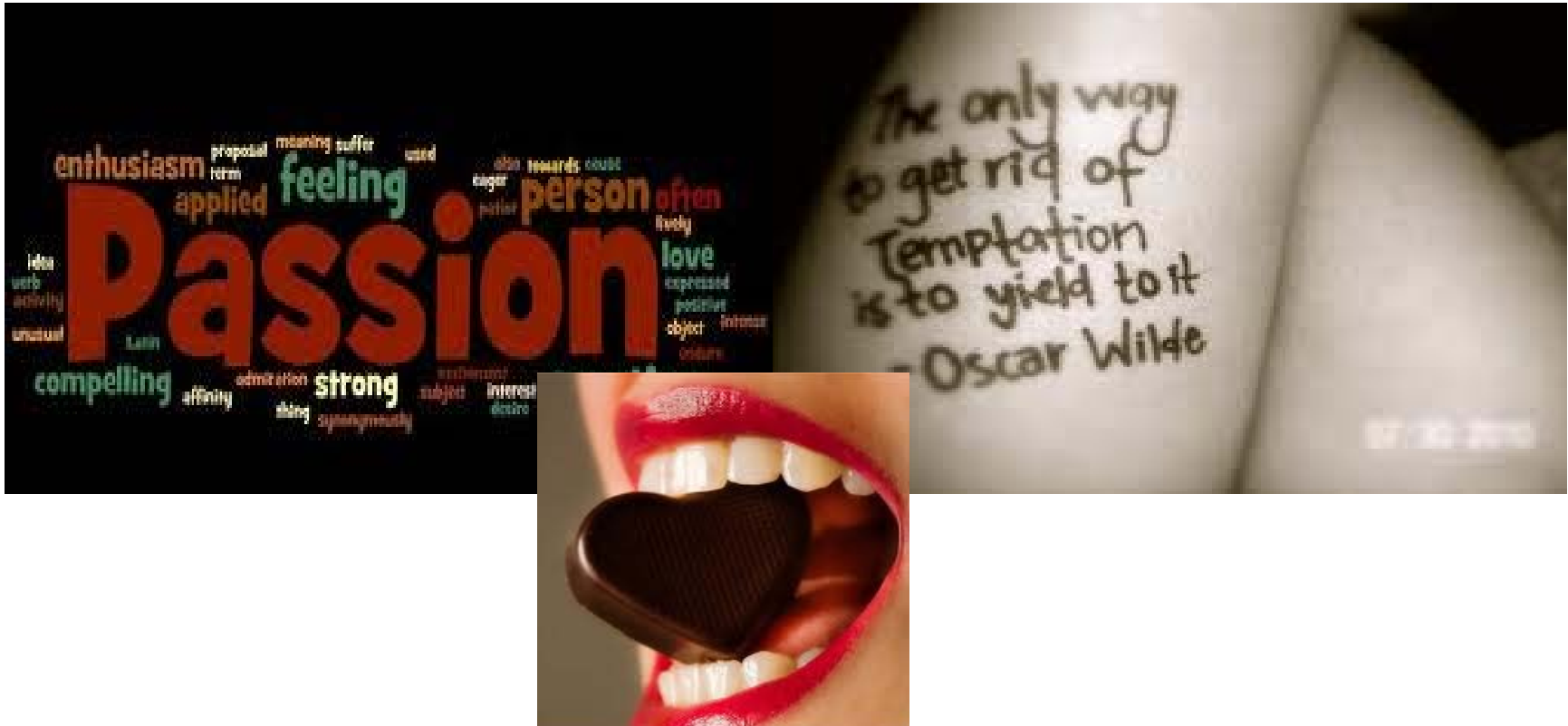
## Recent Developments

- ⋮ Innovation and Entrepreneurship in Australia for Navarre Students  
⋮ The Australian Centre for ...  
> [Read more](#)
- ⋮ A New Future for Cooktown – in July 2008 Ron Johnston ...  
> [Read more](#)
- ⋮ Visiting Fellow to ACIIC from Vienna Dr Matthias Weber, Head of ...  
> [Read more](#)
- ⋮ Innovation in a Global Knowledge



# The Intriguing Concept of Desire

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<http://www.youtube.com/watch?v=HGKcX5qW22k>

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# What Does Wikipedia say?

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*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)

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*“Everything we know, do  
and desire is the outcome  
of fire”*

Alexander Manu, *Disruptive Business: Desire, Innovation and the Re-Design of Business*, Gower, 2010

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# Insights for Innovation

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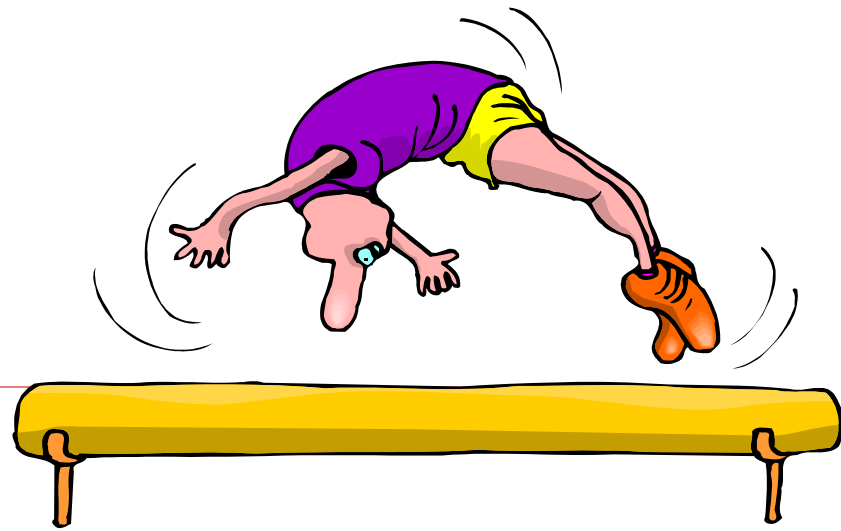


- ❑ Discovery **does not** produce innovation
  - ❑ Innovation occurs when humans embrace the discovery as a technology to enhance the human condition
  - ❑ Technologies are bridges to the future and a better life
  - ❑ But they are indeterminate in that we don't know precisely where they lead, or who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

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- ❑ 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...

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"I've invented food, and I've invented shelter — two out of three isn't so bad!"

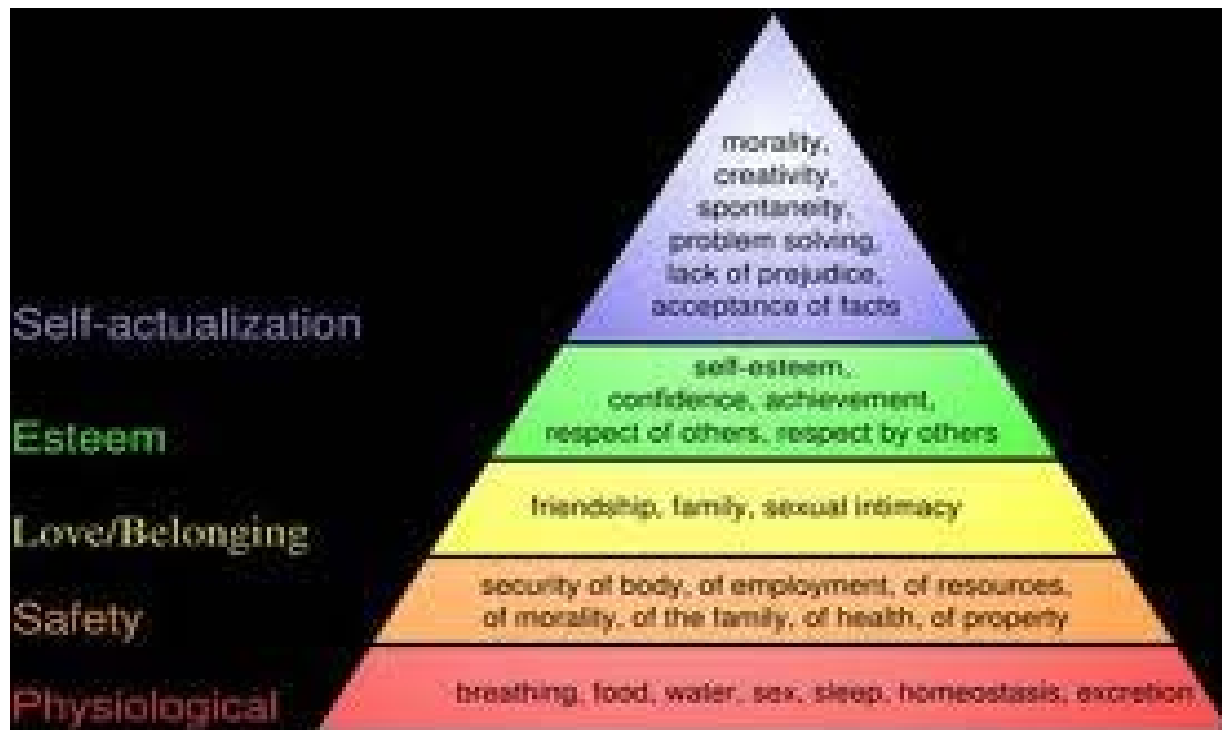
- ❑ We know a lot about developing technology
  - ❑ But much less about human desire
  - ❑ Innovation outcomes are not the consequence of technology but of human motivation, which flows from desire
  - ❑ "Innovation is rooted in desire, not need"
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#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

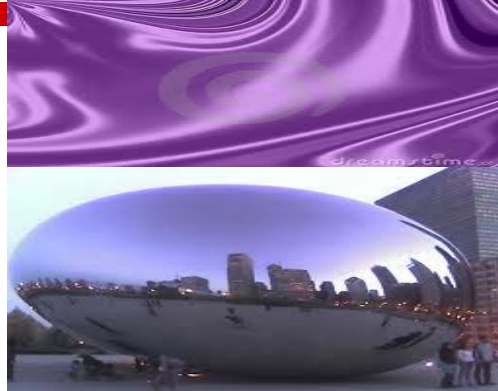
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Maslow's Hierarchy of Human Needs (Desires?)



# Basic Desires for 'Nourishment'

- Smooth
- Soft
- Shiny
- Sweet
- Fragrant
- Intoxicating
- Beauty
- Pleasure



# But also ...

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## ❑ **Motivating Desires**

- ❖ To participate
- ❖ To leave a mark
- ❖ To maintain and enhance
- ❖ To actualise
- ❖ To propagate self

## ❑ **Ultimate Desires**

- ❖ Knowledge
  - ❖ Understanding
  - ❖ Hope
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## But of course we still need to deal with the basics of innovation management

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### 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**

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# For many people:

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- ❑ 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
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# The Messages that Innovators Need to Get Out

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- ❑ 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
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# A Protocol for Introducing New Technologies

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- 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
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