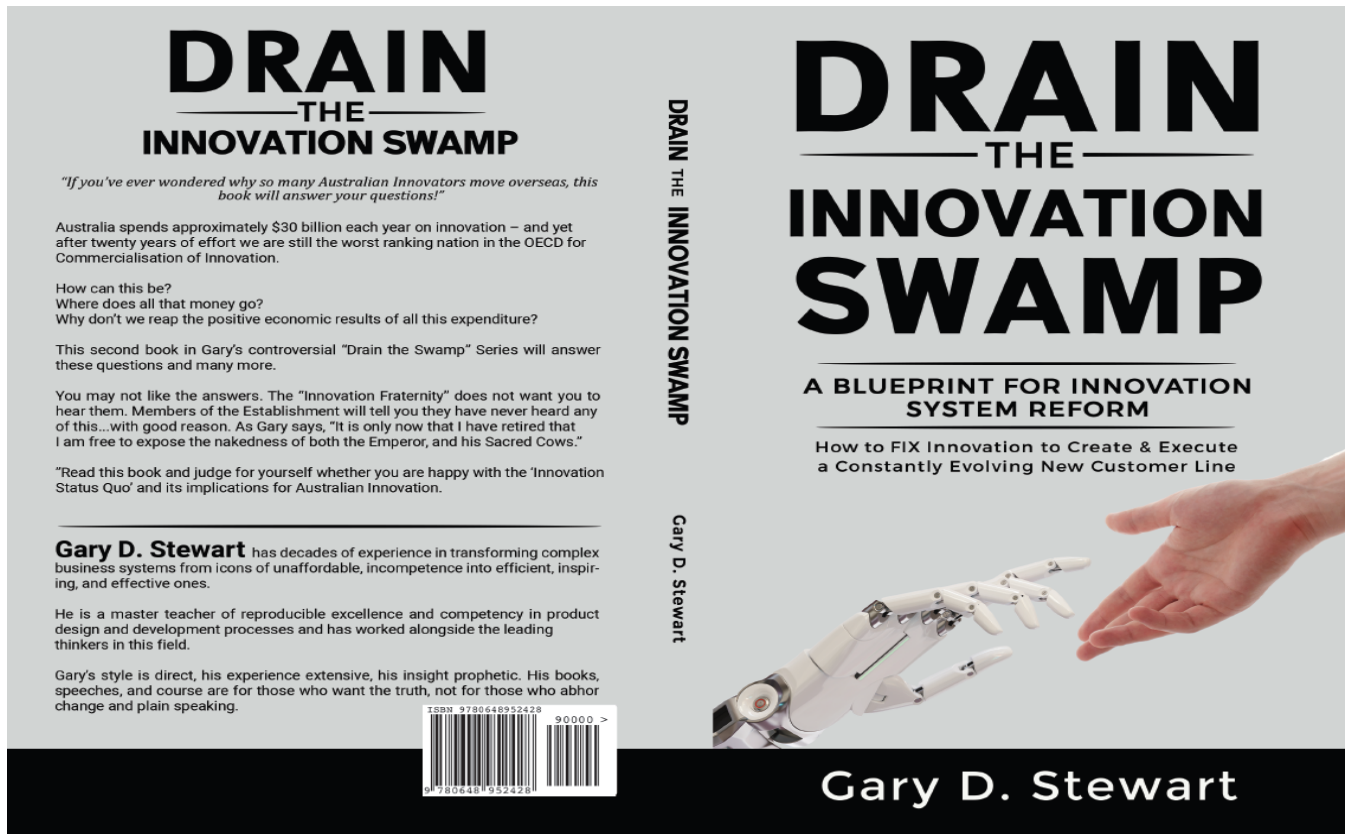


Book Synopsis

Drain the Innovation Swamp: A Blueprint for Innovation System Reform **How to FIX Innovation to Create & Execute a Constantly Evolving New Customer Line**

"If you've ever wondered why so many Australian Innovators move overseas, this book will answer all of your questions!"



"The book the Innovation 'old guard' doesn't want you to read!"

This second book in Gary's controversial "Drain the Swamp" Series will answer all of your questions and more. But you may not like the answers. The "Innovation Fraternity" does not want you to hear them. Members of the Establishment will tell you they have never heard any of this... with good reason. As Gary says, "It is only now that I have retired that I am free to expose the nakedness of both the Emperor, and his Sacred Cows."

Read this book and judge for yourself whether you are happy with the low competency 'Innovation Status Quo' and its dire implications for Australian Innovation, its negative impact upon the economy, and why it does not create any significant multiplier jobs for our nation.

The solutions are easy to implement, but do we have the will to do so?

Gary D. Stewart has decades of experience in transforming complex business systems from icons of unaffordable incompetence into efficient, inspiring, and effective ones.

He is a master teacher of reproducible excellence and high competency in systems thinking, innovation and product development processes, and has worked alongside the leading thinkers in this field.

Gary's style is direct, his experience extensive, his insight prophetic. His books, speeches, and courses are for those who want the truth, not for those who abhor change and plain speaking.

Book synopsis: **Drain the Innovation Swamp: A Blueprint for Innovation System Reform**

How to FIX Innovation to Create & Execute a Constantly Evolving New Customer Line

This ground-breaking book looks at Innovation failure from a very different perspective to explain why there is never any significant ambition from our politicians to deliver far better innovation outcomes for our nation.

It is not so much political innovation policy that fails - it is that innovation policy is never easily executable in the hands of others without substantial error. This is the standard failure mode of all politicians, and bureaucracies.

Despite spending INPUTS of around \$30b annually on Innovation - about half of which is taxpayer money - our Innovation systems FAIL to deliver multiplier economic growth and jobs OUTPUTS from that investment.

This standard failure mode by industry and political leaders always creates an unviable polyloid horse*.

*** Polyloid Horse:** (book 4) *Is a metaphor for any unviable, dysfunctional system that delivers absurd or unwanted outcomes. The unviable polyloid horse then becomes a virus that will subsequently infect every other system in the organisation. Such systems then become ever more dysfunctional and unviable with every passing year. It is the inevitable consequence of Bike-thinking (Book 3) being applied to complex adaptive systems.*

This is why product development in defence weapons acquisition (book 1) is a polyloid horse: a system that can never be competently viable no matter how many times it is rejigged. This is why Australia's present innovation system (this book) is another polyloid horse that can never be made viable, no matter how many times we revise it. This is why our current economy (book 3) is a form of polyloid horse that never quite works like it should no matter how many attempts are made at reform.

This is because politicians are especially adept at creating unviable polyloid horses in all government policy and programs. Aided by implementation of those unviable polyloid horses by their bureaucracies.

Drain the Innovation Swamp first describes why Australia's innovation system is a virulent swamp of incompetence, and wholly unfit for purpose, because it delivers only shameful 2 out of 10 low competency performance results. That's because it is so miserably dysfunctional that it does not deliver the levels of economic growth and the creation of good jobs that should come to a first-world nation from Australia's \$15b annual Taxpayer spend on all forms of Innovation.

This pathetic dysfunctional mess is due entirely to an all-encompassing organisational incompetence driven by hubris and arrogance that results in a patchwork innovation system of unlinked bits and pieces that delivers wrong policy and programs combined with dysfunctional funding programs, as well as mistakes, missteps, stuff-ups, or failed programs across the whole spectrum of industry, bureaucracy and politics. Thus we never get to realise the much promised economic and jobs benefits for our nation from Innovation.

In simple terms: 20 years ago Australia was the *worst in the OECD* for Commercialisation from Innovation. Then over the next 20 years Australia *spent* ~ \$500b on Research & Ideas. Today, 20 years later, Australia is *still the worst in the OECD* for Commercialisation from Innovation. Would you be shocked to learn that we spent that half a trillion dollars for *no discernible improvement* in **productive** outcomes to the economy, national wealth or the creation of better multiplier jobs from that spend? (yes, that is half a trillion dollars)

Why? Because we spent the entire ~\$500b fixing the "wrong" problem - and funding the 'wrong' solution. The ultimate political polyloid horse outcome. The problem is NOT Research & Ideas as you have been endlessly told. This book sets out to overturn this organisationally incompetent wrong leadership thinking that has wasted ~\$500b instead of using it more wisely for the benefit of us all.

Defining the Problem: By definition, an innovation system should be a single cohesive system. But our national Innovation system is nothing but a piecemeal strategy of unrelated ideas, ad hoc activity, and poor connectivity that form a patchwork system that will of course work perfectly and only deliver patchwork results.

Given that innovation is the single most critical success factor and the driving force behind our nation's economic engine room, then a dysfunctional innovation system will severely hamper the ongoing creation of national wealth, economic growth and the multiplier effect from creation of more and better paying jobs

"Board to Death: our fat dumb corporations are clueless on innovation" - Sandy Plunkett

How to Drain the Innovation Swamp then goes on to describe a "Wholly FIT for Purpose" reformed Innovation system rated at 8 out of 10 high-performance competency that will reduce the total cost of Innovation by 70% and deliver around 70% more successful projects in about 30% less time taken. Thereby delivering success to our nation via vastly improved economic and jobs growth. If you can do that successfully you will have created a constantly evolving easily executable new customer line of innovation and new opportunity along the whole end-to-end customer line.

Customer focus - The end point of innovation must be to deliver a usable product or service into the hands of a customer. Therefore, any innovation system must start at the customer - either to solve an existing problem that the customer is experiencing - or to provide a new product or service that the customer does not yet know they want or need. The first type is easiest because the customer can usually articulate the want or need. The second

This 3 page PDF may be freely circulated to anyone of your choice - or posted on a website - but must not be altered or modified in any way without specific permission from the Author.

type is far more difficult because as Steve Jobs said of the first IPOD, no-one could tell him that they needed "a thousand songs in their pocket".

All innovation systems work best when they start with the end in mind. i.e. Commercialisation of the product or service in the hands of the customer. The most successful innovation models work backwards from the customer to identify the right idea, and then works forward to execute that idea into the hands of the customer *without error*.

The future - every innovation system in every organisation can be made *easily executable* by others *without error*, when the sort of human competency needed is available to deliver this outcome. Innovation by its very nature is a cohesive complex adaptive system which requires ever-increasing experiential wisdom in the human system to *shift* it towards high-performance competency.

Planned Results - Transform Australia into a high-performance, high-growth, high Technology, high Innovation, nation with far better Competitive Advantage that will create the capability to be a world industrial powerhouse.

Drain the Innovation Swamp is in 2 parts:

Part 1 - The Innovation Swamp - The Bad news: Our Australian Innovation outcomes are now among the worst in the western world. The truly sad thing is that we used to be much better than this. Decades ago we were more competent at innovation policy and innovation delivery than we are now. So things are getting worse, not better as the innovation fraternity will claim. Their Hubris assuming you have forgotten all about the dysfunction and failures of the recent past.

It's much the same with individual firms and innovation. We used to be much better than now. Today there are only a very small number of very good, highly competent innovation firms. The problem is that these are too few, and too far between, to have any real impact upon the nation's total economic results and jobs outcomes.

Part 2 - How to Drain the Innovation Swamp - The Good news: What is proposed in this book has already worked in the real world with innovation projects. What is proposed will most definitely fix the current 'broken' innovation system failures. Some Commercial-world firms have used these new innovation methods to dramatically reduce the cost of their innovations and commercialisation of new products to such an extent they have been able to avoid off-shoring their products and Jobs to China.

Therefore my intent in this book is for the reader to (a) understand there is a much better way to fix the innovation challenge (b) embrace that better way forward for innovation, and (c) lay out a bold and daring future of possibilities for our nation if we are prepared to implement the sort of innovation reforms in part 2 of this book.

Only a full root and branch change to the way our nation thinks about innovation can deliver the results that the taxpayer and economy demand from those who will deliver better innovation outcomes in future.

However, it is all too easy for any reader to be overwhelmed by this challenge, as the task of reform seems far too daunting for any one person alone. But history would contradict that thinking with examples of quite radical change in societies when the few can influence the many with the right messaging and leadership.

The purpose of this book aims to start just that conversation in Australia.

Where to from here? (how you can help to make a difference)

Having written this book the next challenge for me is promoting and publicising the book and its message of hope. Given I am self-publishing and funding everything on a shoe-string budget - I will have to try and promote or publicise the book by creating a 'grass-roots' campaign to get any traction for change across our nation.

That's because our politicians at the federal and state level have **zero interest in this subject** – they have **no ambition** to do anything like turn Australia into a high-performance nation that would fund a better society.

Likewise, the mainstream media has shown **zero interest to FIX our nation's real pervasive problems** – they seem far too intent in making ongoing mileage out of exploiting our nation's continuing misery, than fixing it.

Therefore, only a 'grass-roots' campaign driven by individuals and interested parties can succeed. This will entail asking all sorts of people across the entire nation to help promote this book to their family, friends, and work colleagues – by asking them to write about it, or promote it on facebook, instagram, LinkedIn, letters to the editor, blogs, meetup groups, etc.

Having now read this short synopsis - if the content and its message has resonated with you, will you please help to get the word out about a possible solution that will lead to a far better future for our nation and our society?

If so, can you please send this short book synopsis on to at least THREE people who you think may be interested enough to help spread a 'grass-roots' message that the people of Australia demand from our leaders the sort of change described in this book which will deliver a far better future for ourselves and for future generations.

Thank You.