



[www.theinnovationshow.i](http://www.theinnovationshow.io)

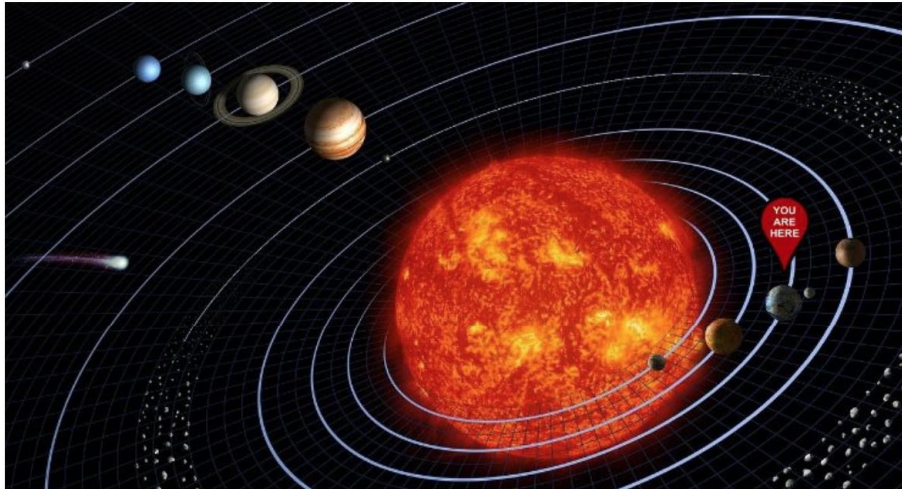
[o](http://www.theinnovationshow.io)

[@AidanMcCullen](https://twitter.com/AidanMcCullen)

# THE INNOVATION SHOW



<https://medium.com/thethursdaythought>



**If the rate of change on the outside exceeds the rate of change on the inside, the end is near.**

"If the rate of change on the outside exceeds the rate of change on the inside, the end is near." — Jack Welch

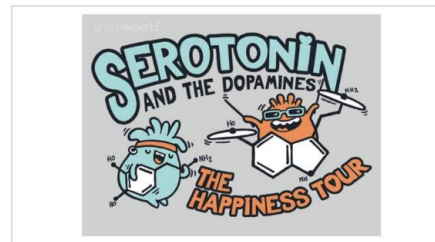


Aidan McCullen

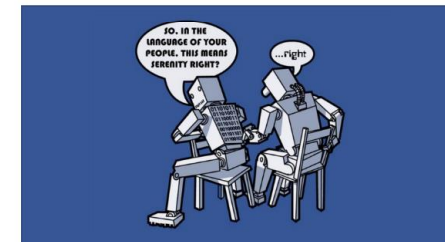
Feb 2



**GPS = Gut Pheeling System — Our 3 Brains**



**Why Sports People Struggle with Retirement**



**Does Business Need New Language?**

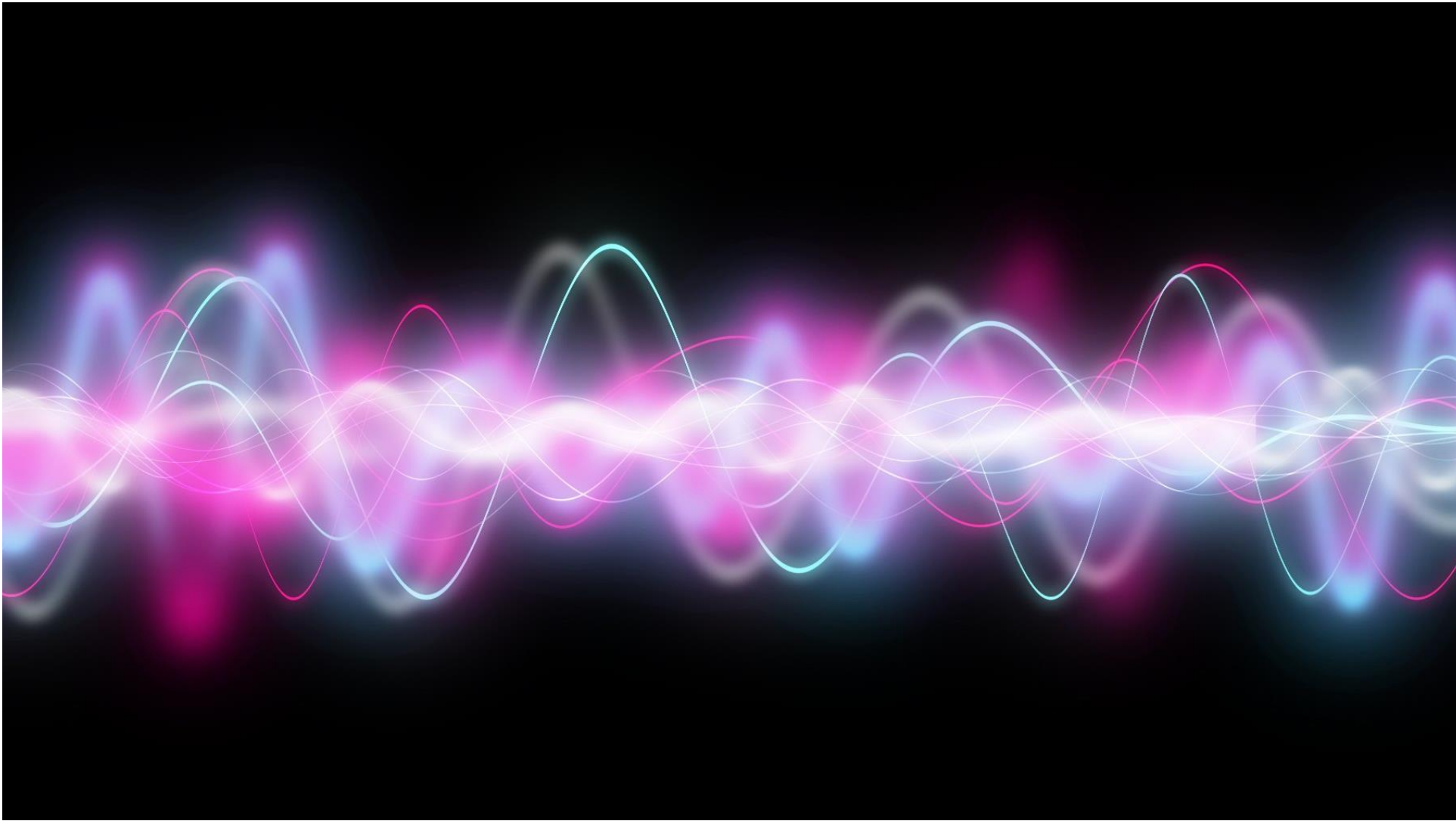


Radio-Waves of Change -

@AidanMcCullen

# %Radio-Waves of Change - Radio in a World of Artificial Intelligence, Driverless Cars and a Radio-less Generation+

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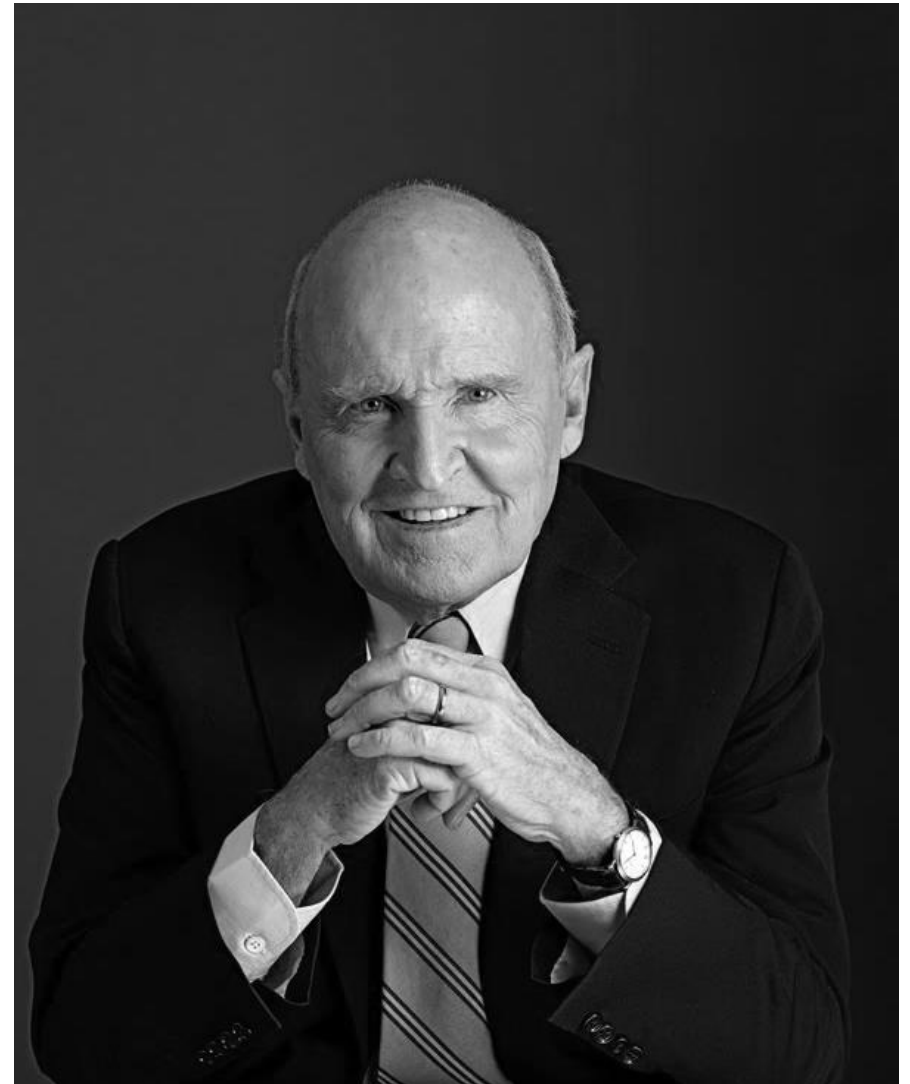




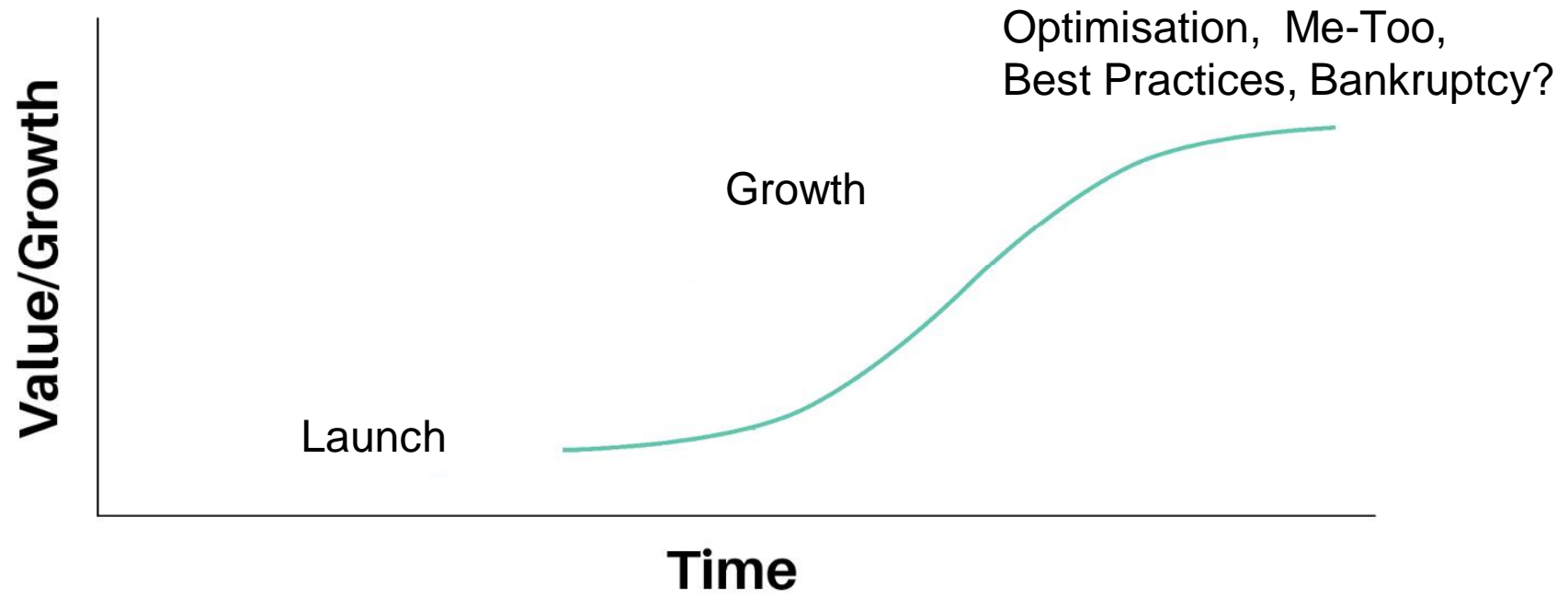


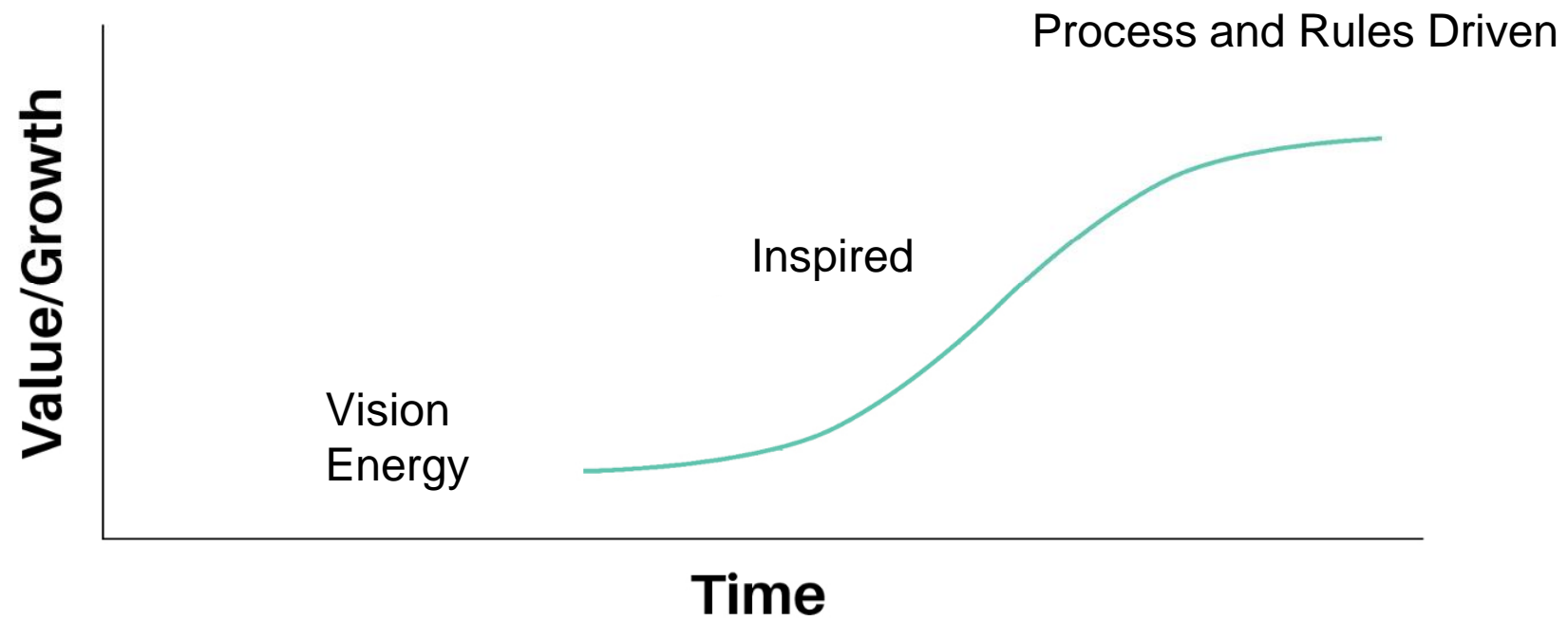
**Í If the rate of change on the outside exceeds the rate of change on the inside, the end is nearÍ**

**- Jack Welch**

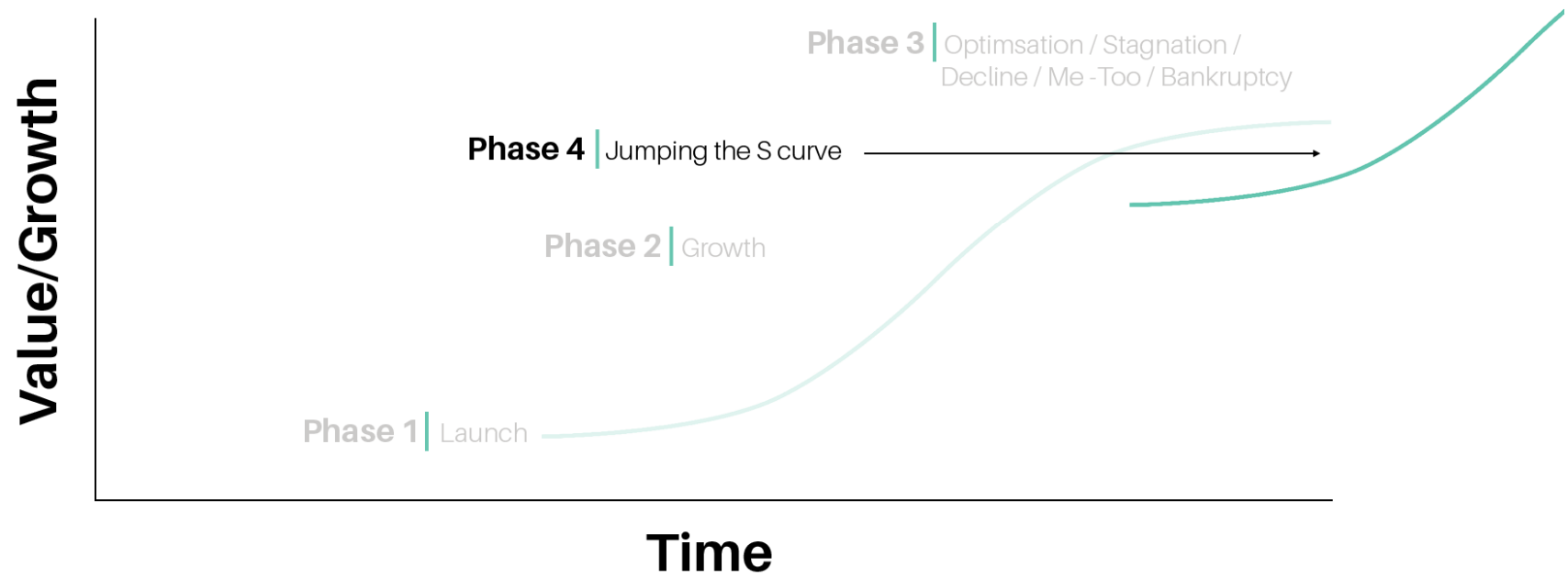


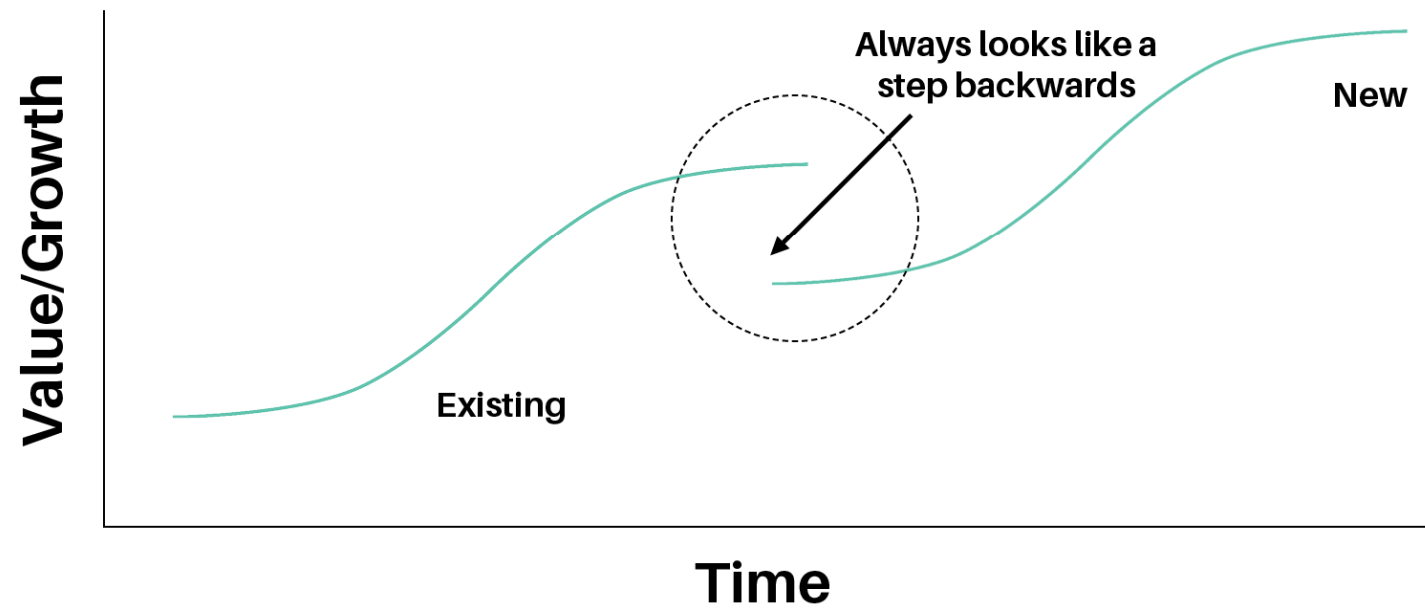
# S Curves





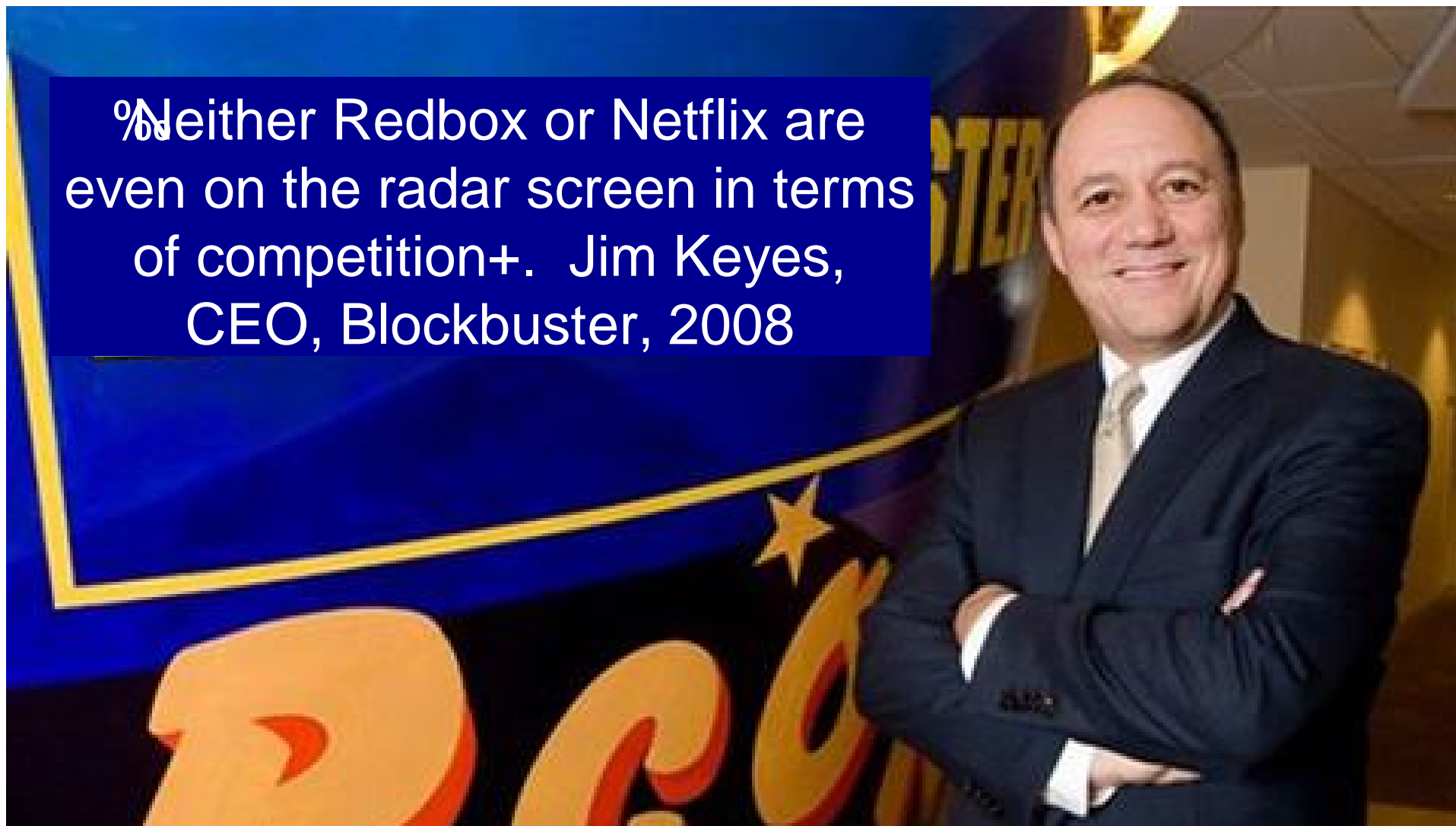








Neither Redbox or Netflix are even on the radar screen in terms of competition+. Jim Keyes, CEO, Blockbuster, 2008







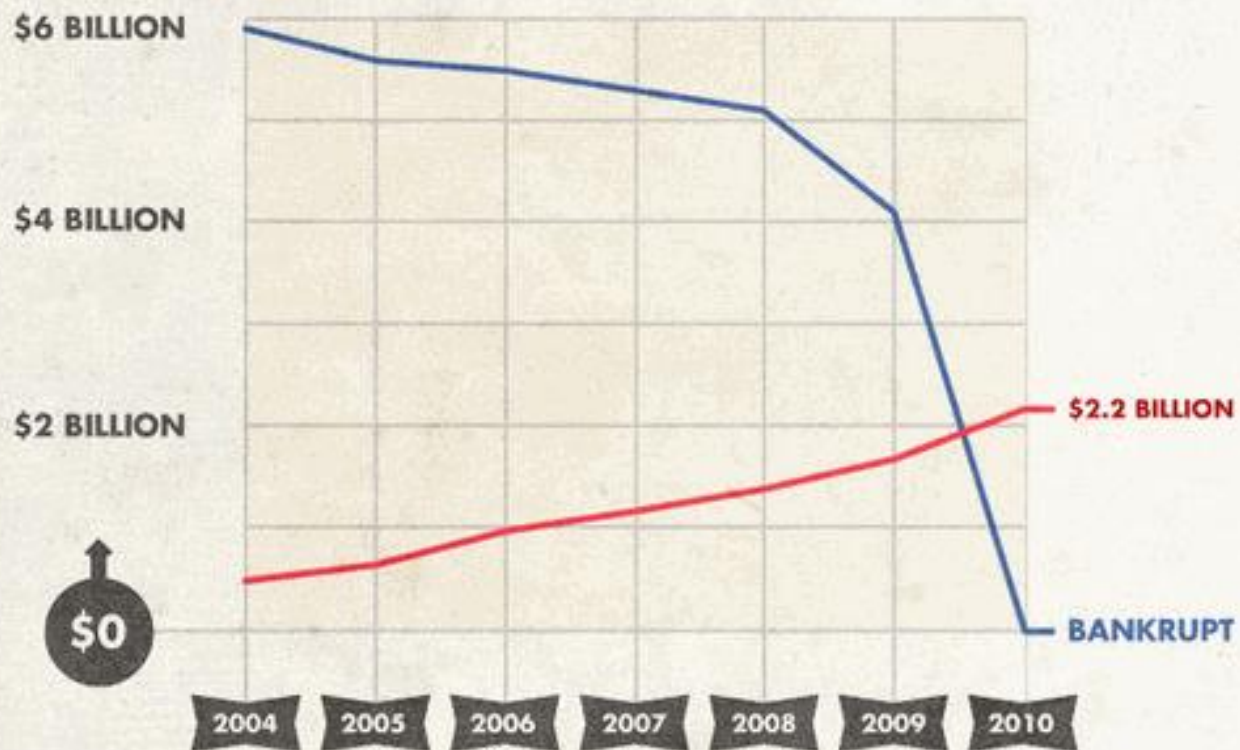
## NETFLIX VS. BLOCKBUSTER (2004-2010)

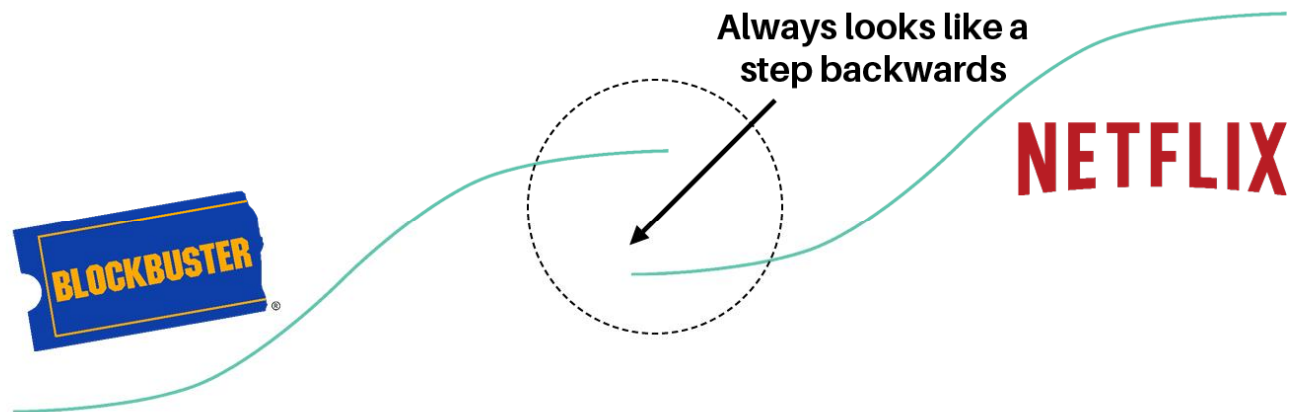


BLOCKBUSTER REVENUE

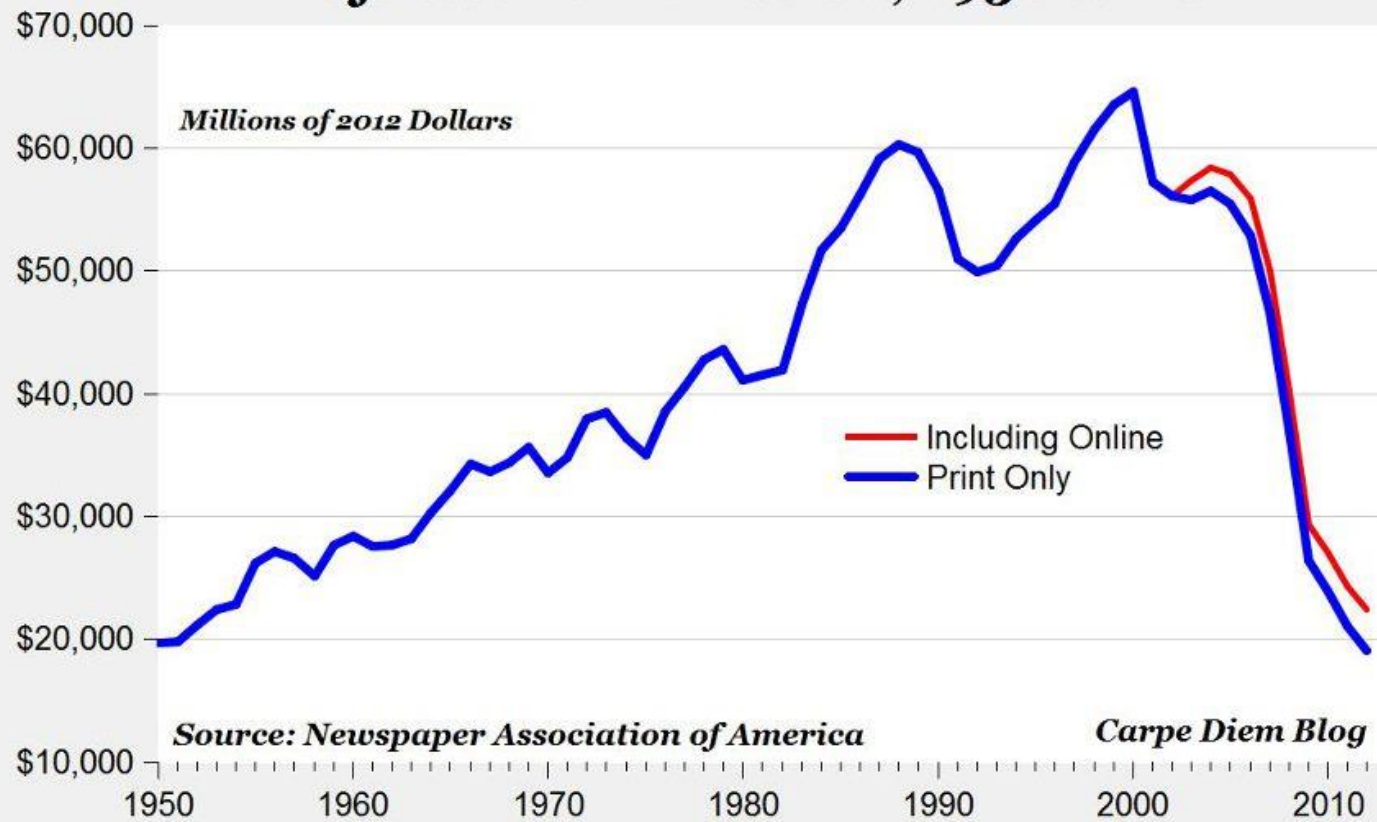


NETFLIX REVENUE

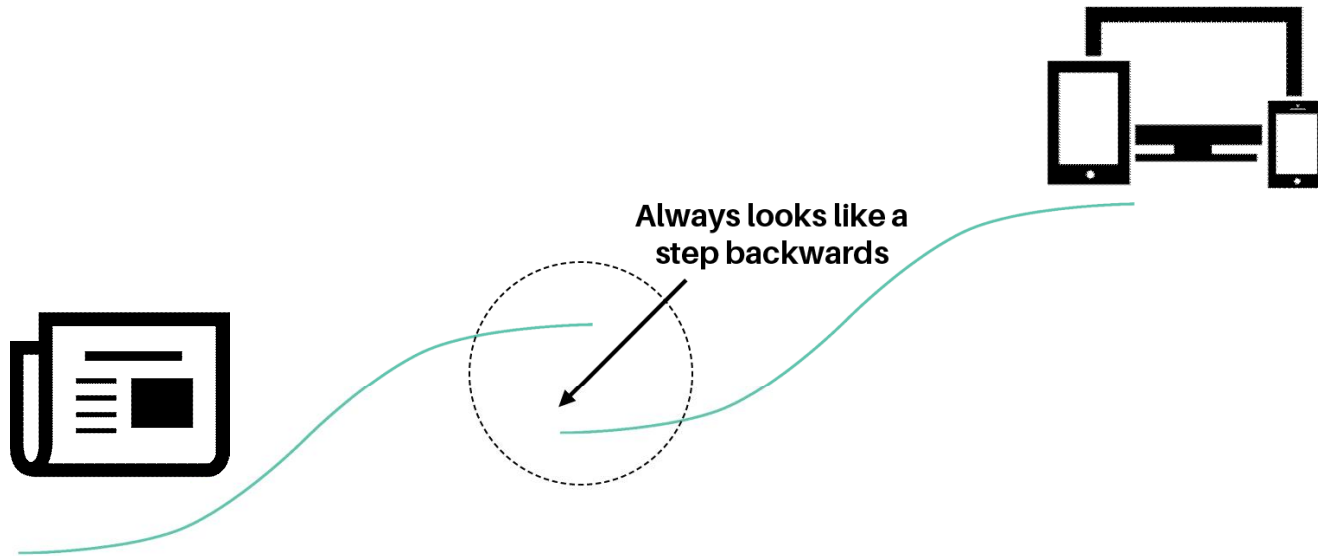




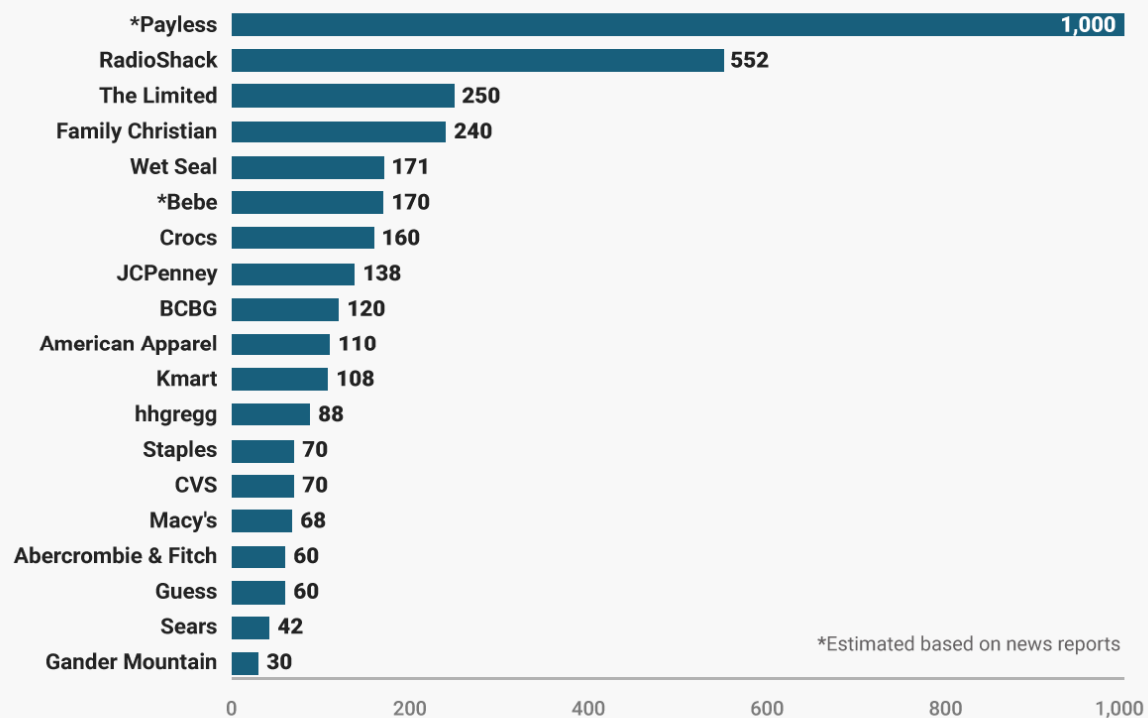
## Newspaper Advertising Revenue Adjusted for Inflation, 1950 to 2012







## NUMBER OF RETAIL STORES CLOSING IN EARLY 2017



## STORES CLOSING IN 2018

RETAILER	CLOSURES
Walgreens	600
Ascena Retail Group (Ann Taylor, Loft, Dress Barn)*	500
Rue21**	396
Teavana	379
Gap Inc**	200
Toys R Us***	200
The Children's Place**	144
Vitamin World	124
Gymboree	102
Guess*	100
Charming Charlie	100
Crocs	64
Vera Bradley	50
Michael Kors	50
Kmart	45
Bon-Ton Stores	40
Sears	18
J.Crew	39
Macy's	30
Target	12
Last Call by Neiman Marcus	10

\*Estimate based on company projections.

\*\*Closures are currently in process.

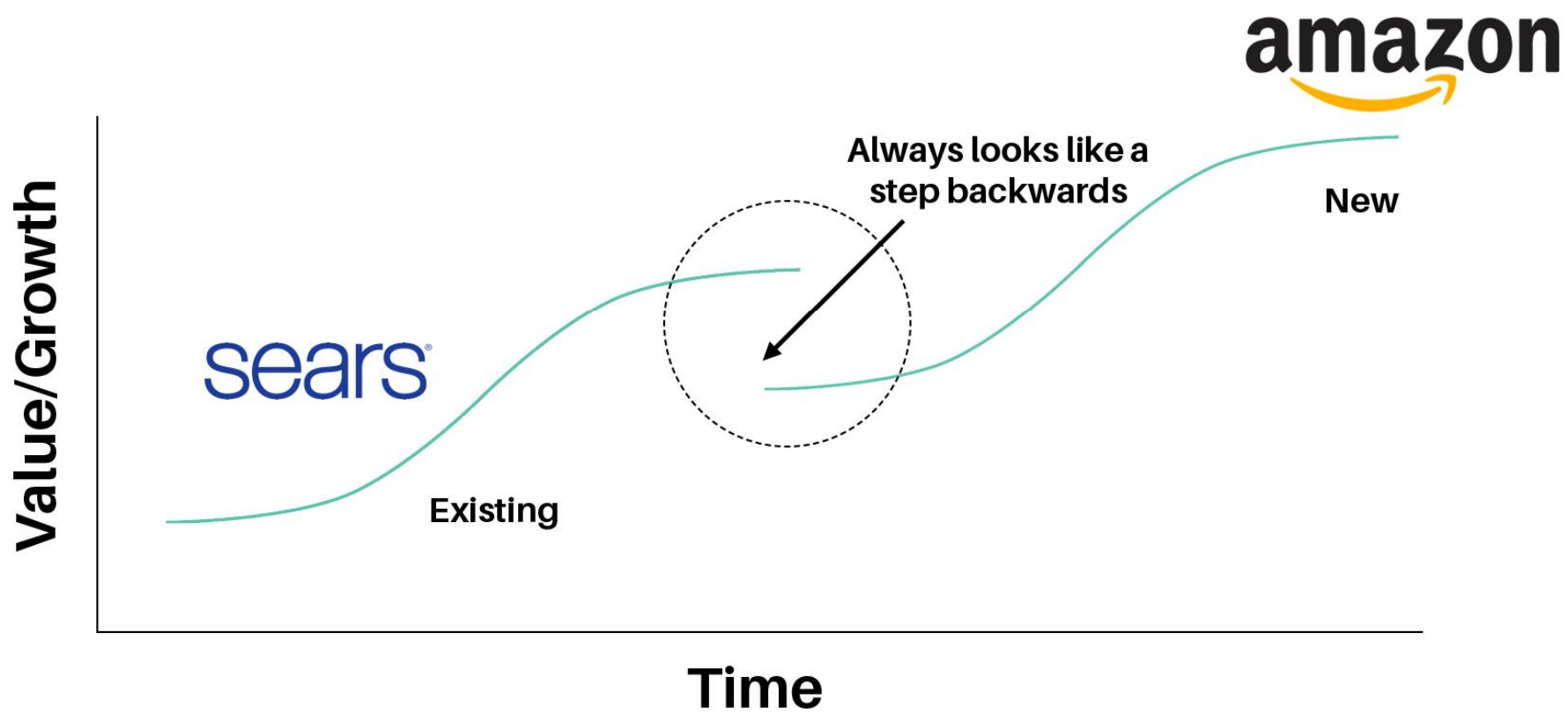
\*\*\*Toys R Us has not confirmed this number, which is based on news reports.

SOURCE: Company data

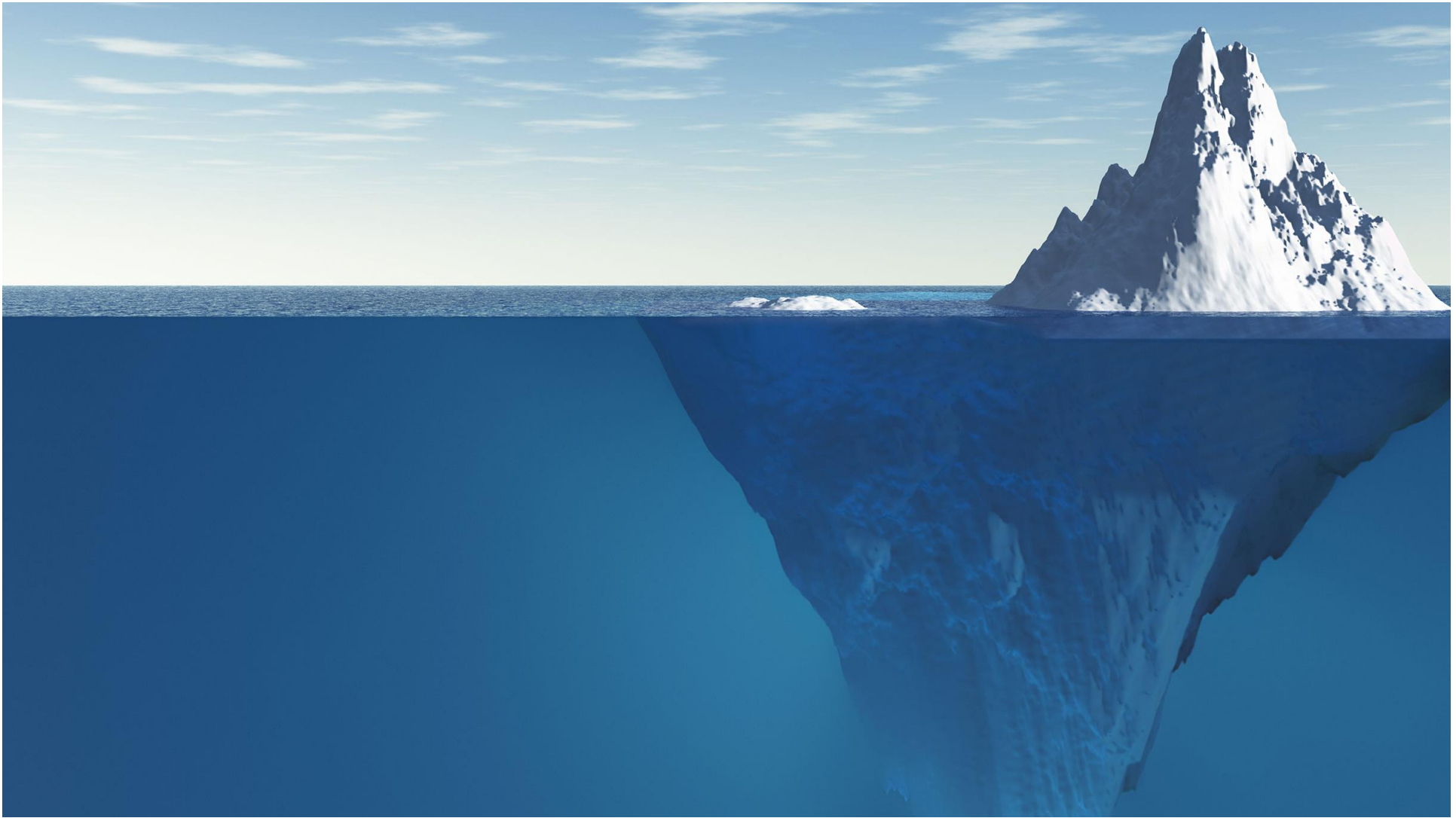
BUSINESS INSIDER

SOURCE: Company data

BUSINESS INS

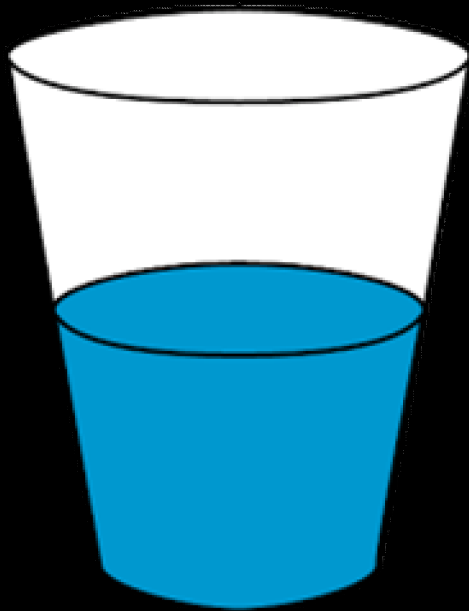






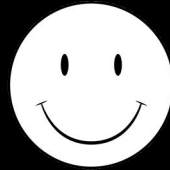
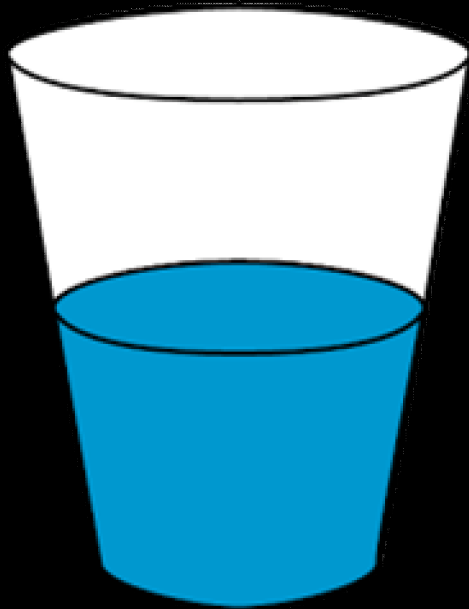


Half Empty





Half Empty

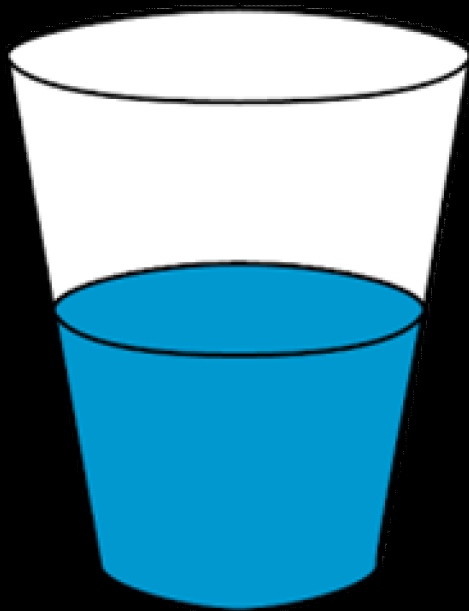


Half Full





Half Empty



Half Full



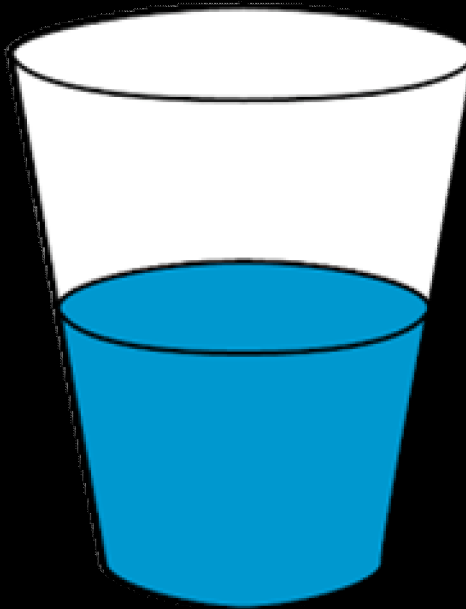




Half Empty



Half Full



Let's Talk about the  
benefits of Ice



@AidanMcCullen

# 1. Know The Frenemy



frenemy  
noun

one who pretends to be a  
friend but is actually an enemy

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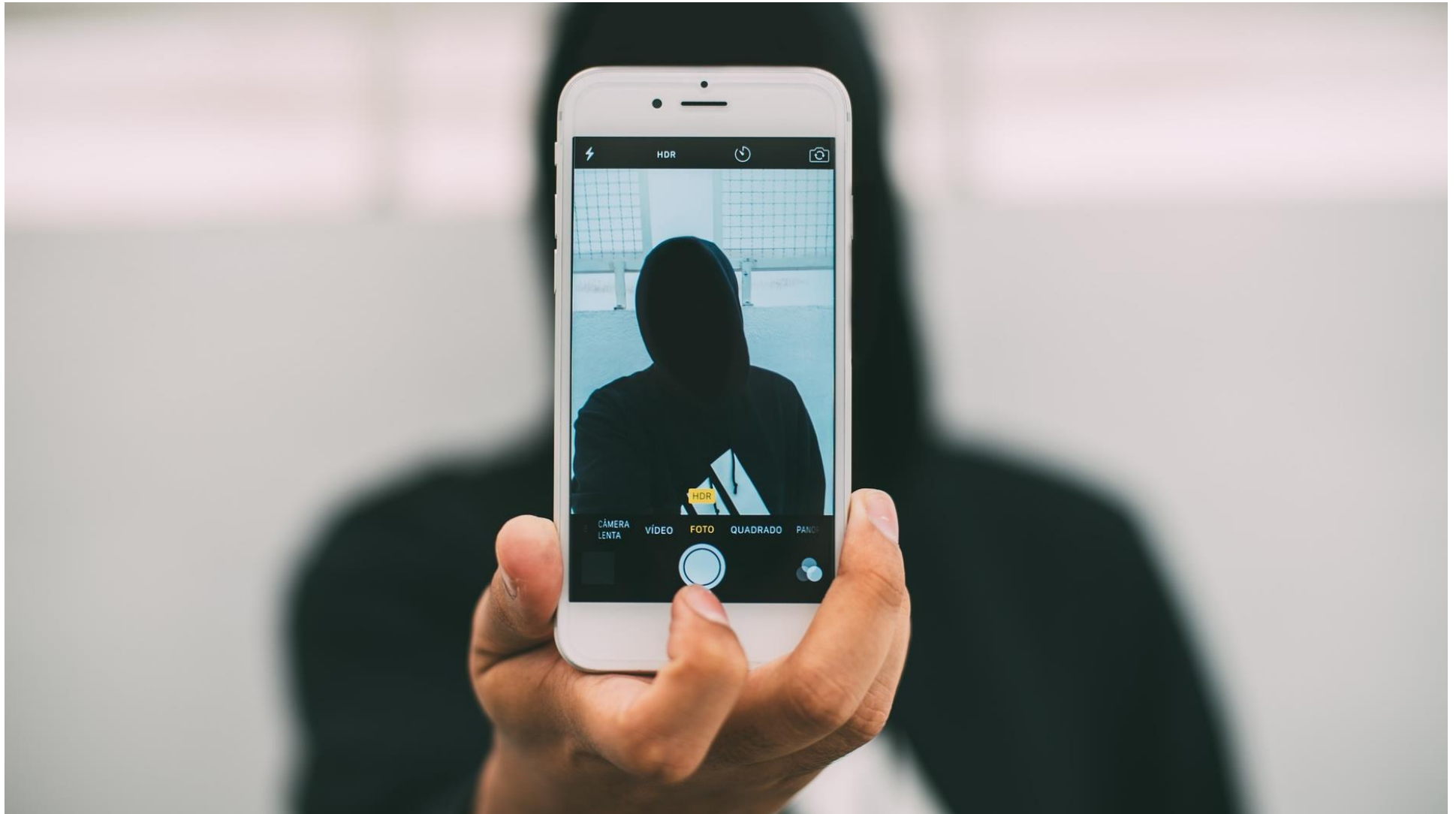




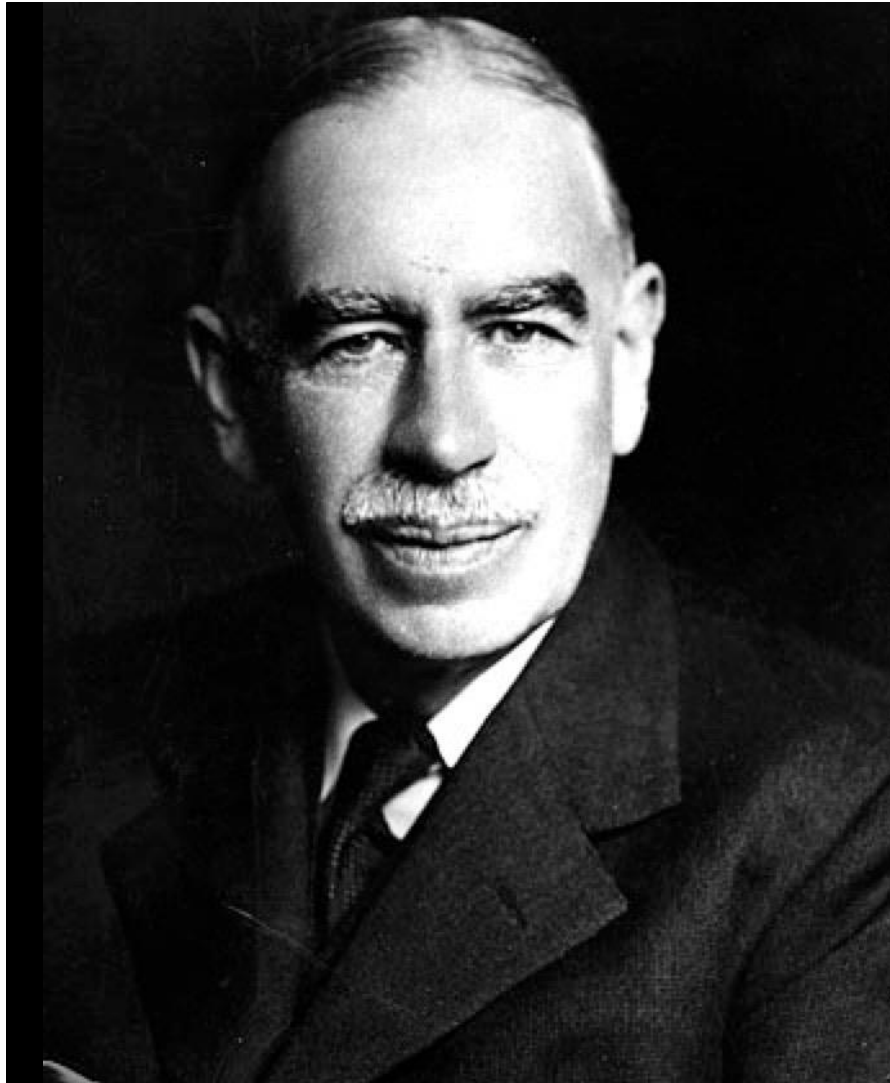












%The difficulty lies not so much  
in developing new ideas as in  
escaping from old ones+

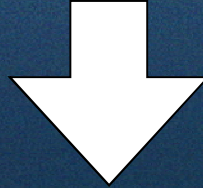
John Maynard Keynes

@AidanMcCullen



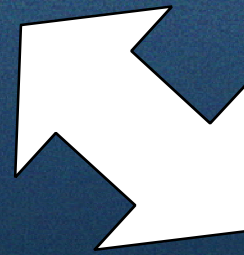
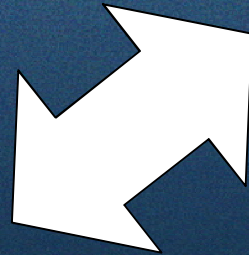
## 2. Embrace the Trialogue+

# Monologue



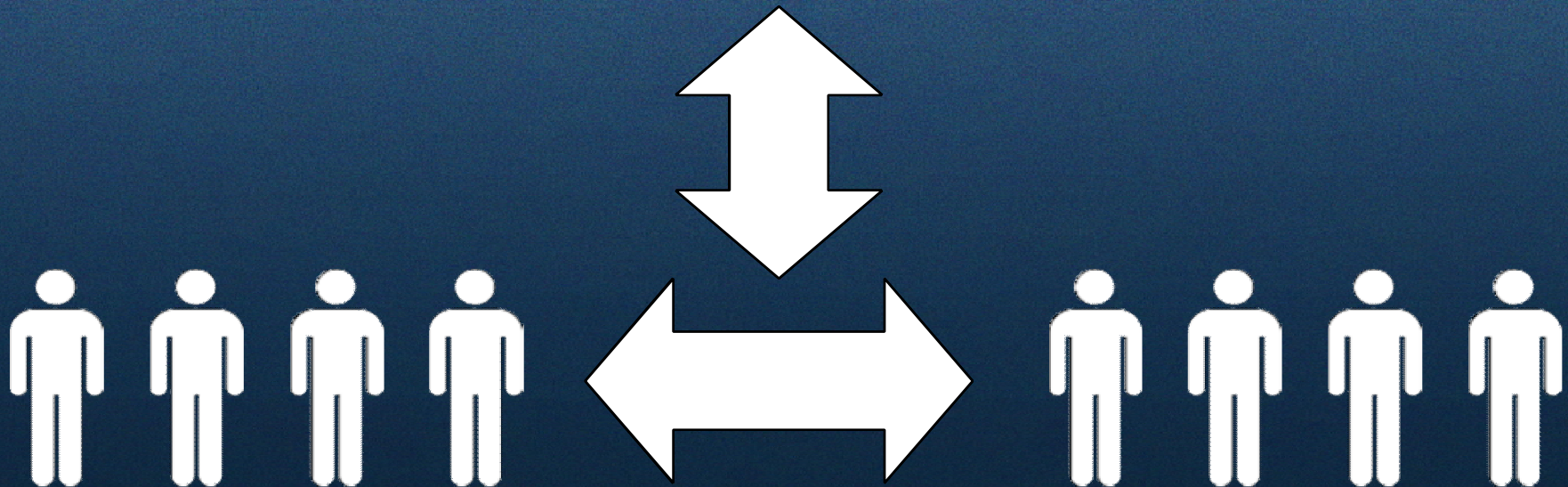
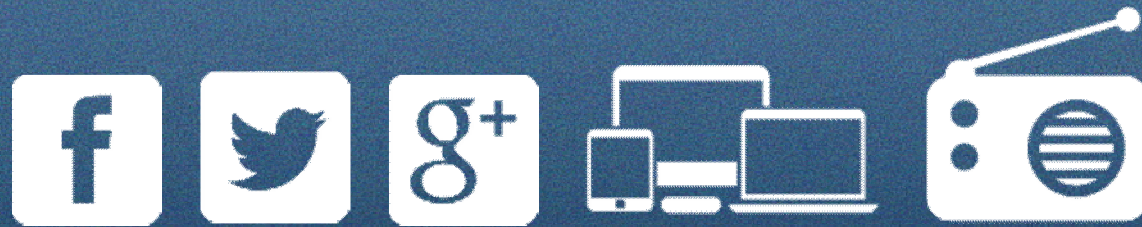


# Dialogue



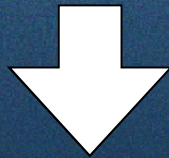


# Triologue

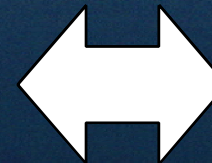
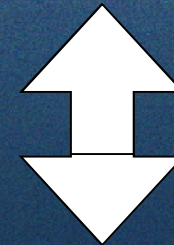




## Monologue



## Triologue

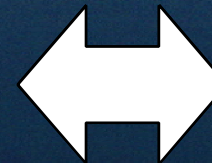
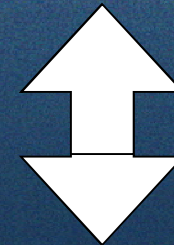




Monologue



Triialogue



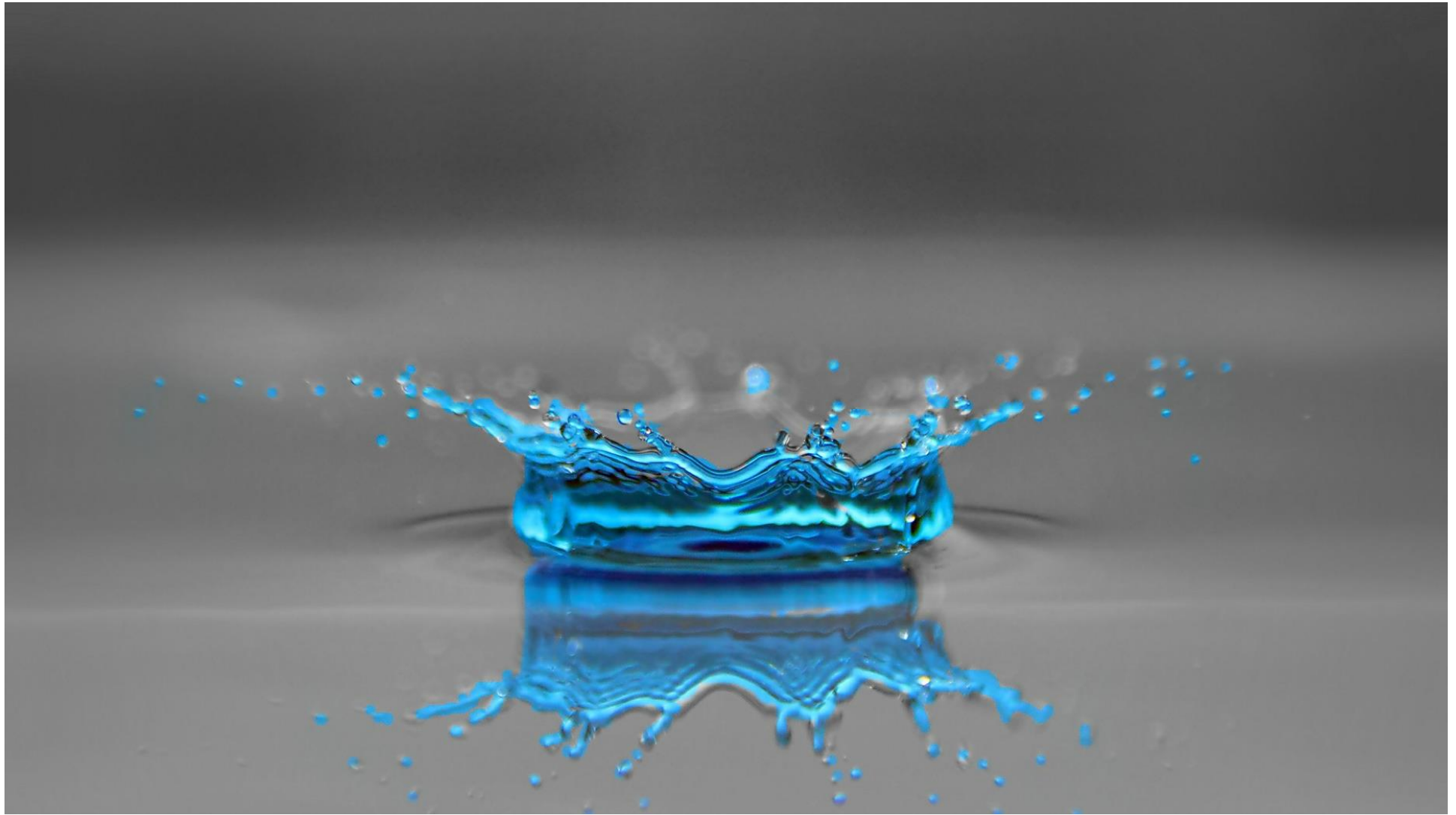






### 3. Lose Time







A high-speed photograph of a water droplet hitting a light blue surface, creating concentric ripples. The droplet is captured mid-fall, just above the point of impact. The ripples are dark and well-defined against the lighter background. The text "Make Ripples with the Splash" is overlaid in the center of the image.

Make Ripples  
with the Splash

## 4. Be+Digital

# Netflix, Inc.

NASDAQ: NFLX - Mar 17. 19:59 GMT-4

**145.11** USD **0,72 (0,50%)** **↑ 0.72 (0.50%)**

After close of trading : 145.10 **0,01%** **↓ 0.01%**

1 day

5 days

1 month

3 months

1 year

5 years

**max.**



Open 144.05  
High 145.76  
Low 143.40

Market value 62.09 billion.  
Price / earnings 341.15  
Div.rend. -



64% of households get a subscription video on-Demand (SVOD) service from Netflix, Amazon Prime, and/or Hulu

23% of all adults stream Netflix daily . compared to 6% in 2011

81% of Netflix streaming users watch Netflix on a TV set

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Invest in Digital Ecosystem:  
Apps, Sites, Loyalty, Data, Video,  
and often overlooked Distribution!

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**“Content is King”**

*Bill Gates, 1996*



**Distribution  
is Queen**







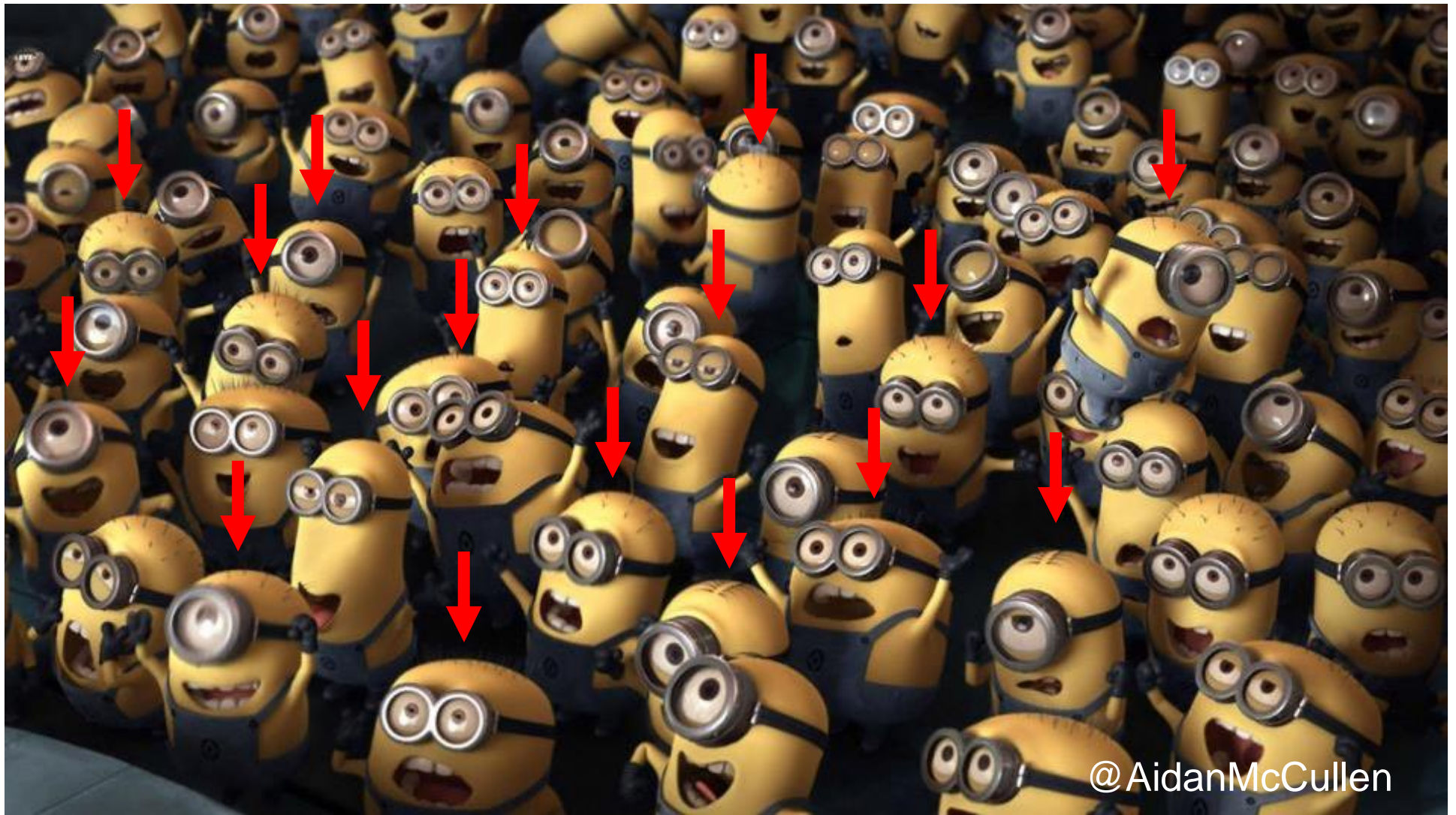
**Context is  
the Kingdom**






**Air Traffic Controller**





@AidanMcCullen



# The 4 Rs

- “ Right Customer
- “ Right Message
- “ Right Channel
- “ Right Time

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A large pile of unsorted LEGO bricks in various colors (white, grey, black, red, blue) and shapes (1x1, 1x2, 1x3, 2x2, 2x4, etc.) scattered on a light-colored surface. The bricks are unsorted and mixed together.

# The 4 S's

- “ Searchable
- “ Shareable
- “ Snackable
- “ Superfast





**Sniper  
not Scattergun**

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# Front Door





# Rather Than





***Í focus [Å ] means saying no  
to the hundred other good  
ideas that there are. You have  
to pick carefully.Î***

***(Steve Jobs)***



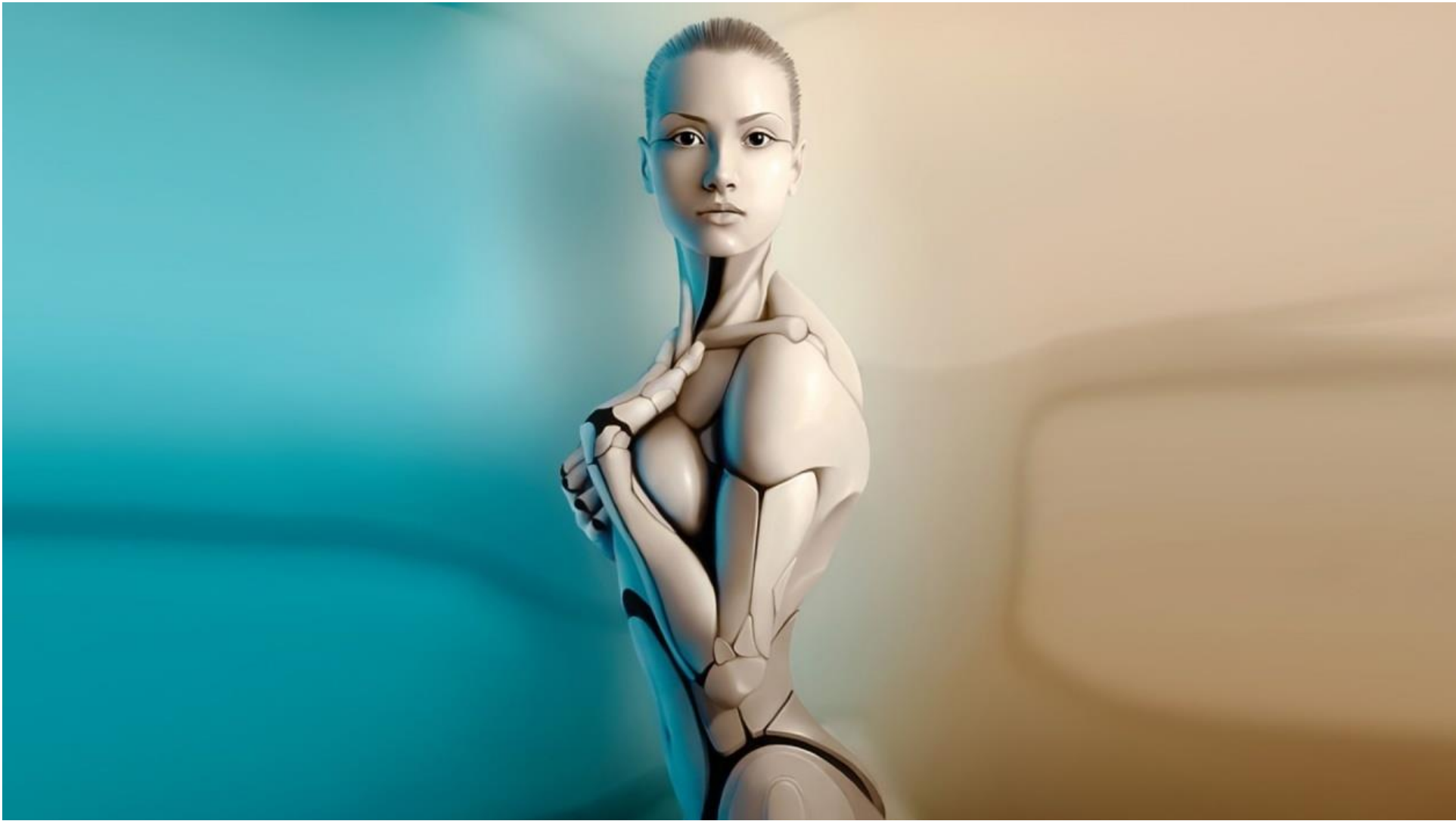


**Occasional  
Hit**

# Consistency







A woman with dark hair pulled back, wearing a black one-piece swimsuit, is posing against a background that transitions from teal on the left to orange on the right. She is looking directly at the camera with a neutral expression. A dark grey rectangular box is overlaid on the image, containing the text "5. Embrace Ai" in white.

## 5. Embrace Ai

## Jobs Being Replaced by Ai

Web Development	The Grid	<a href="https://thegrid.io/">https://thegrid.io/</a>
Executive Assistance	x.ai	<a href="https://x.ai/">https://x.ai/</a>
Journalism	Narrative Science	<a href="https://www.narrativescience.com/">https:// www.narrativescience.com/</a> <a href="http://www.smacc.io/">http://www.smacc.io/</a>
Copy Editor	Bold	<a href="https://bold.bold.io/post/make-your-words-stand-out-udvqaw">https://bold.bold.io/post/ make-your-words-stand-out- udvqaw</a>
CV Selection	Opening	<a href="http://opening.io/">http://opening.io/</a>
Lawyer	Ross	<a href="http://www.rossintelligence.com/">http:// www.rossintelligence.com/</a>
Doctors	Babylon	<a href="http://www.babylonhealth.com/">http:// www.babylonhealth.com/</a>

# M-Ai-rketing Department 2020?







A conceptual image showing a human hand on the left and a robotic hand on the right, shaking hands. The human hand is dark and textured, while the robotic hand is metallic and has visible joints and wiring. The background is dark with some glowing blue and orange lines. The text "Ai can help hugely with Marketing" is centered over the handshake.

Ai can help  
hugely with  
Marketing

# VR can help Engage Audience



6. Know the impact of what is coming





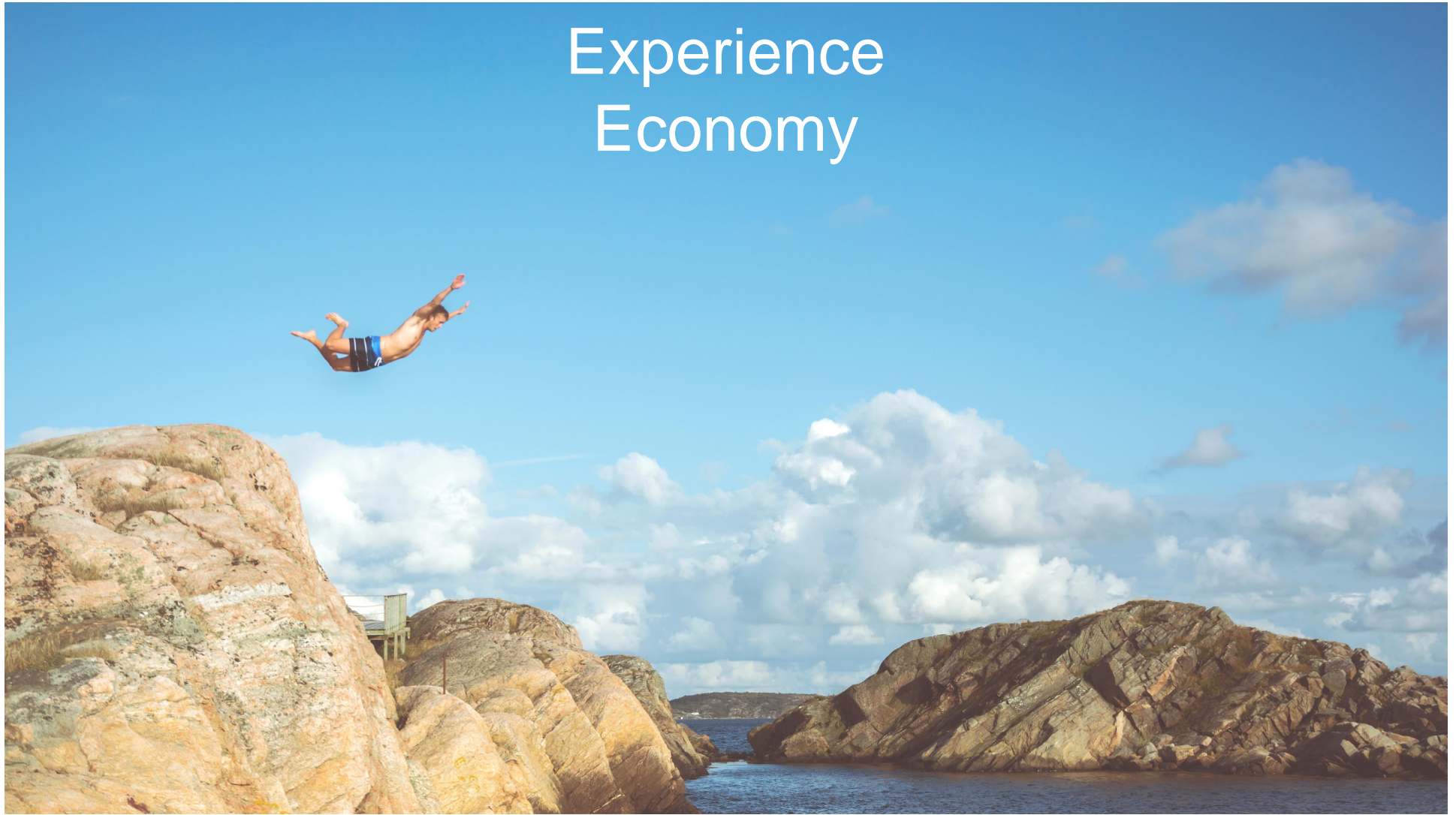


# Radio no Longer King of Car

1. Leisure
2. Productivity
3. Sleep



# Experience Economy



Access  
Economy



**airbnb**

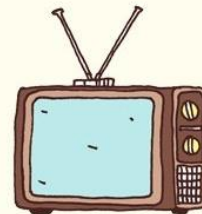
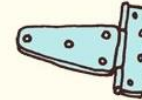
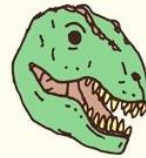
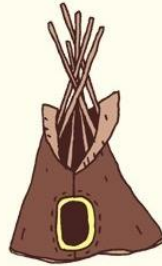
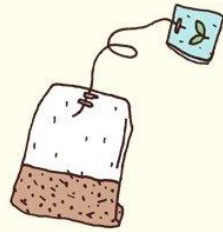
7. Be  $\pi^+$ -Shaped . In every way





# i-Shaped Organisations

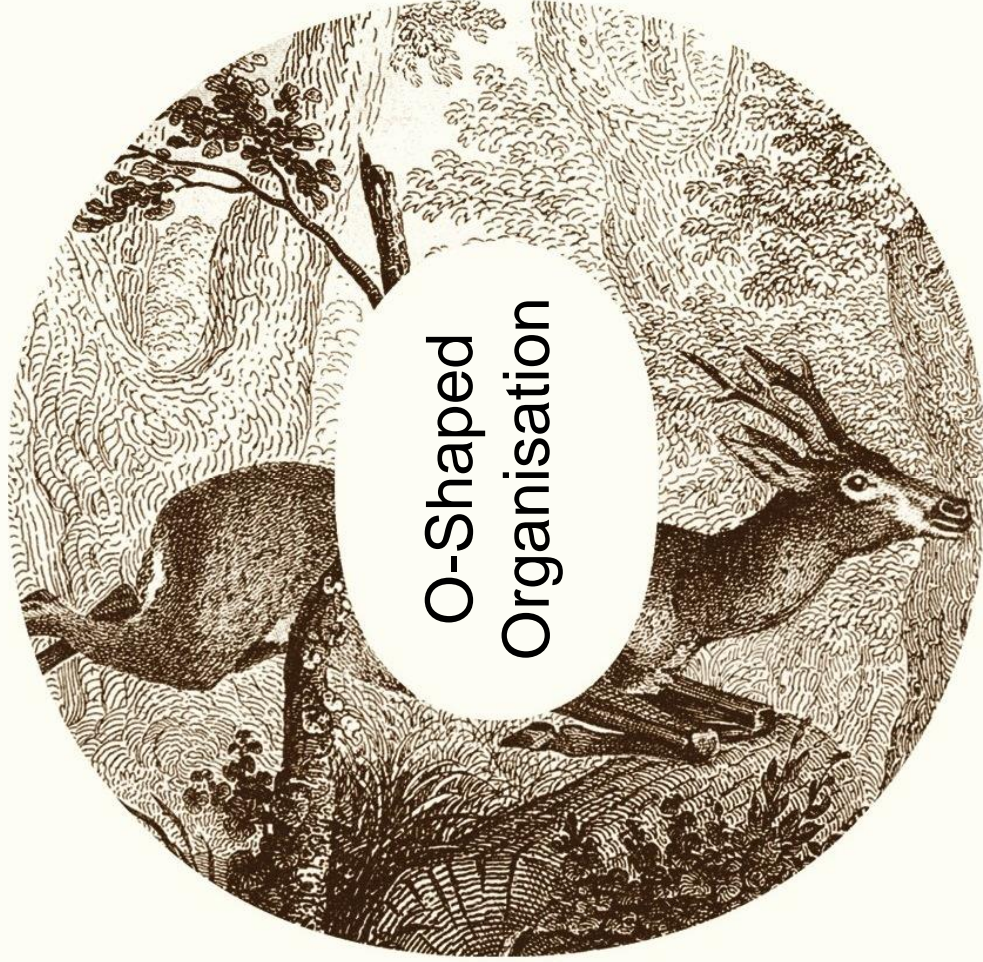




t



# T-Shaped Organisation





**1500s**  
Print



**1890s**  
Recordings



**1910s**  
Cinema



**1920s**  
Radio



**1950s**  
Television



**1990s**  
Internet









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A man in a dark shirt and pants is hugging a large tiger from behind. They are standing in a savanna landscape with tall grass and a single acacia tree in the background. The scene is lit with warm, golden light, suggesting sunset or sunrise. A black text box is overlaid on the image.

## 8. Embrace %Social+Frenemies





But Not  
Too Much

**facebook®**

**DAILY NEWS**



# Facebook Instant

## Launch Partners

The New York Times



BuzzFeed



*The Atlantic*

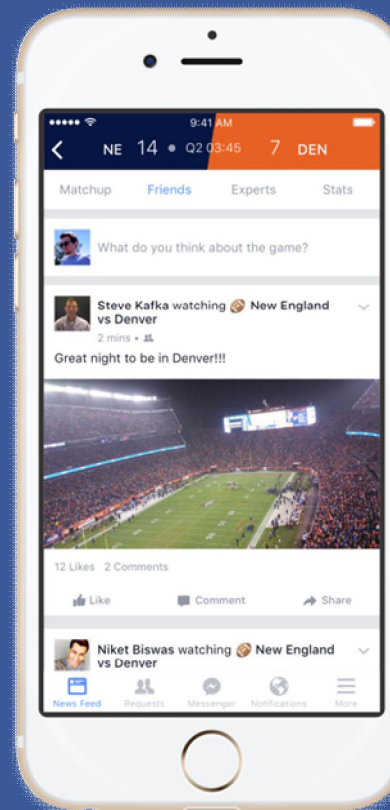
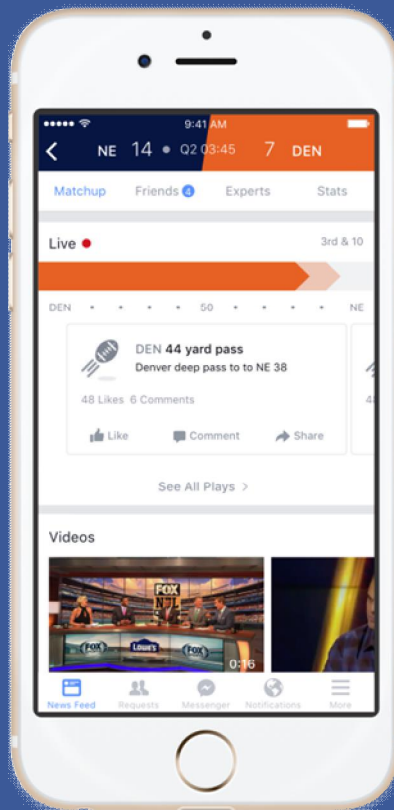
theguardian



SPIEGEL ONLINE



# Facebook Sports Stadium







# Facebook Audio



# Apple News



## Welcome to News Publisher

You'll use iCloud to add your content to News.

You're signed in as mailjordan@me.com. Is this the Apple ID you'd like to use for your business or channel?

Sign Out

Continue















CONGRATULATIONS  
**BEST SONG  
FROM A MOVIE**

for "Girls Talk Boys" from *Ghostbusters*



**5 SECONDS  
OF SUMMER**

#IHEARTAWARDS











## 9. Be More Human





OBJECTS IN THE MIRROR ARE  
LARGER THAN THEY APPEAR







10. Look through the Windscreen  
not the Rear View Mirror

















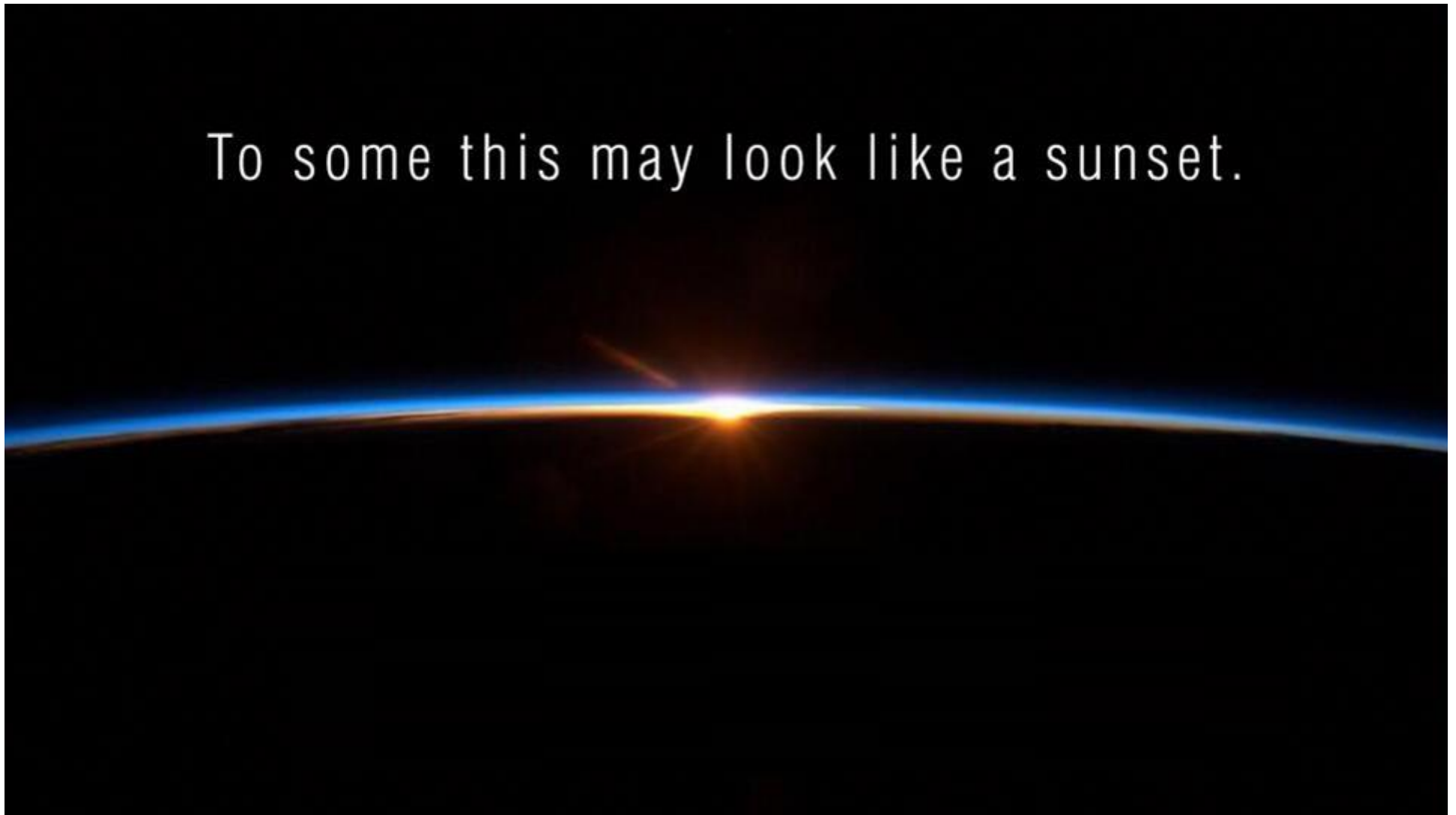








To some this may look like a sunset.



To some this may look like a sunset.

But it's a new dawn.

— CHRIS HADFIELD

# 1. Know The Frenemy

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1. Know The Frenemy
2. Embrace the Trialogue

@AidanMcCullen

1. Know The Frenemy
2. Embrace the Trialogue
3. Lose Time

@AidanMcCullen

1. Know The Frenemy
2. Embrace the Trialogue
3. Lose Time
4. Embrace Ai and MR/AR/VR

@AidanMcCullen

1. Know The Frenemy
2. Embrace the Trialogue
3. Lose Time
4. Embrace Ai and MR/AR/VR
5. Know the Impact of what is coming . have a plan

@AidanMcCullen



1. Know The Frenemy
2. Embrace the Trialogue
3. Lose Time
4. Embrace Ai and MR/AR/VR
5. Know the Impact of what is coming . have a plan
6. %Be+Digital

@AidanMcCullen

1. Know The Frenemy
2. Embrace the Trialogue
3. Lose Time
4. Embrace Ai and MR/AR/VR
5. Know the Impact of what is coming . have a plan
6. %Be+Digital
7. Be More %Q+Shaped

@AidanMcCullen

1. Know The Frenemy
2. Embrace the Trialogue
3. Lose Time
4. Embrace Ai and MR/AR/VR
5. Know the Impact of what is coming . have a plan
6. %Be+Digital
7. Be More %D+Shaped
8. Embrace the Social Frenemy . not too much

@AidanMcCullen

1. Know The Frenemy
2. Embrace the Trialogue
3. Lose Time
4. Embrace Ai and MR/AR/VR
5. Know the Impact of what is coming . have a plan
6. %Be+Digital
7. Be More %Q+Shaped
8. Embrace the Social Frenemy . not too much
9. Be More Human

@AidanMcCullen



1. Know The Frenemy
2. Embrace the Trialogue
3. Lose Time
4. Embrace Ai and MR/AR/VR
5. Know the Impact of what is coming . have a plan
6. %Be+Digital
7. Be More %Q+Shaped
8. Embrace the Social Frenemy . not too much
9. Be More Human
10. Look through Windscreen not the rearview mirror

@AidanMcCullen



An aerial photograph of a tabletop wargame. The game board is covered with a green and brown textured mat. Numerous black tank miniatures are scattered across the board, some in small groups and others isolated. A few small, brown, tree-like miniatures are also visible. The text "Many Tanks" is overlaid in the center in a large, white, sans-serif font.

# Many Tanks

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