ABOUT US

Promoting Innovation Worldwide through Standards and Education

The International Association is the only Innovation certifying body that is in compliance with and actively pursuing ISO accreditation as an certifying body in innovation. Our UAE Chapter currently has 183 members, of which 20 have achieved one or more of our certification.
Guess the Band . . .
When the Rolling Stones first formed in 1962, they were the “Blues Boys” and performed covers of Muddy Waters, Chuck Berry, Little Richard, Howlin’ Wolf and Bo Diddley.

They produced two cover albums to limited sales.

By 1964, they started to write their own music and the rest is history.

What would have happened to them if they never started doing their own music?
Silicon Where?

- Slopes - Salt Lake City, USA
- Gulf – Philippines
- Oasis – UAE
- Corridor – England
- Glen – Scotland
- Gorge – England
- Roundabout – England
- Lagoon – Nigeria
- Savannah – Kenya
- Brazilian Silicon Valley - Brazil

Other Cover Bands?

- Vineyard – Canada
- Valley South – Mexico
- Border – Mexico
- Anchor – Virginia, USA
- Basin – Columbus, USA
- Bayou - New Orleans, USA
- Canal – Orange County, USA
- Harbor – South Carolina, USA
- Hill, Washington, DC, USA
- Holler, Boon, NC, USA
- Peach – Atlanta, USA
- Islands – Greece
- Docks – Ireland
- Fjord – Norway
- Slobada – Russia
- Taiga – Russia
- Mall – England
- Spa – England
- Walk – Scotland
My Personal favorites for using their imagination ... Receiving Honorable Mention

- Australia has “Silicon Malle”
- New Zealand has “Silicon Welly”
- Chile has “Chilicon Valley”
- The Philippines has “Philicon Valley”
Assess Yourself

Be honest about who you are and what you want to achieve.

Ask Around

What do people really think about you, your business, country etc.?

Look Backward

Where did you come from? Learn from your own past.

Imagine the Future

What will the world look like in five or ten years? Put a futurist on retainer.

What Comes Naturally

Failure to fulfil one’s potential is fundamentally wrong. Copying someone else retards this potential.

Hard Skills

Unlike what you are good at, figure out where you have a competitive advantage and focus on that.

Cover Band to Rock Star

How does one move from being a cover band to becoming a rock star?

What are you Missing

Know what you can’t do and why. An indoor ski slope might not attract a company that designs and makes skis.

Love

What do you, your company or country really love to do? Passion is a significant part of innovation.

Past Success

Not only where you have had current success in your innovation center. Where else?
Business Excellence

Improve your business excellence by:

- Lead with vision and integrity
- Create value for customers
- Drive innovation and productivity
- Develop organizational capability
- Value people and partners
- Manage with agility
- Sustain outstanding results
- Adopt and integrated perspective
- Anticipate the future
Personal Excellence

To be the best for your organization consider these personal excellence characteristics.

Audaciousness
Apollo 11 crew

Bravery
Malala

Compassion
Mother Theresa

Drive
Bill and Melinda Gates

Encouraging
John Wooden

Fearless
First Responders
Personal Excellence

To be the best for your organization consider these personal excellence characteristics.

- **Generosity**  
  *The Giving Tree*

- **Justice**  
  *Lady Justice*

- **Honesty**  
  *Abe Lincoln*

- **Kindness**  
  *Random acts of kindness*

- **Inspirational**  
  *Secretariat*

- **Loyalty**  
  *Sully*
Personal Excellence

To be the best for your organization consider these personal excellence characteristics.

- **Magnanimous**
  - Luz Long

- **Perseverance**
  - Thomas Edison

- **Nobel**
  - George Washington

- **Optimistic**
  - Michael J. Fox

- **Quiet**
  - Sixto Rodriguez

- **Resilient**
  - Sandy Hook Families
Personal Excellence

To be the best for your organization consider these personal excellence characteristics.

**Stalwart**
Jackie Robinson

**Team Player**
*Sir Hillary and Tenzing Norgay*

**Undaunted**
Bethany Hamilton

**Visionary**
Erik Weihenmayer

**Wise**
Thich Nhat Hanh

**X-Factor**
Beyonce and Jay-Z
To be the best for your organization consider these personal excellence characteristics.

Youthful

Ellen DeGeneres

Zealous

Mia Hamm
THANK YOU!

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