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4th Public Sector Innovation Week

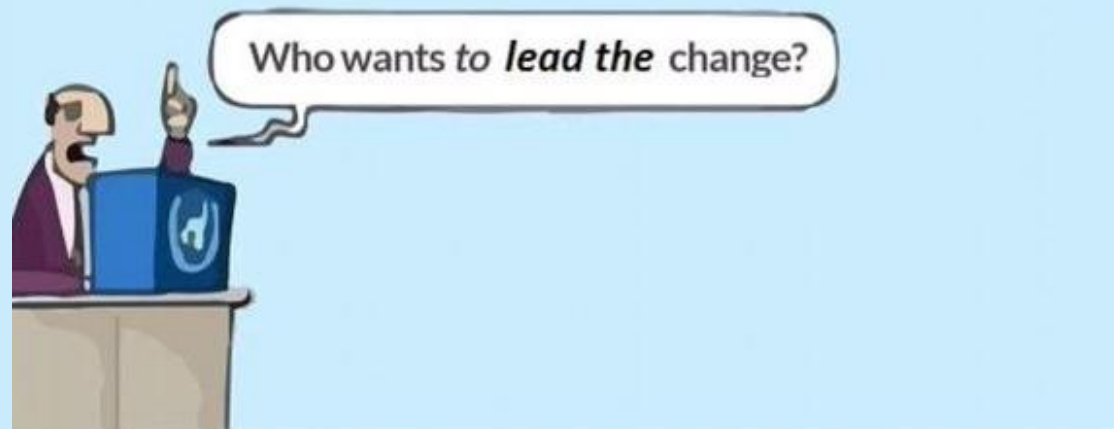
Reflections on the Digital Transformation of the Public Sector

Kasper Birkeholm Munk, Danish Technological Institute

“One of the things I want to do, is to develop the capacity to innovate in everybody and give people the confidence that they possess the creative power to lead change”

Kasper Birkeholm Munk







MERCEDES-BENZ, 1886



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NEW YORK, 1903



NEW YORK, 1930





“Not all
solutions
have a
problem.
But all
problems
have a
solution”





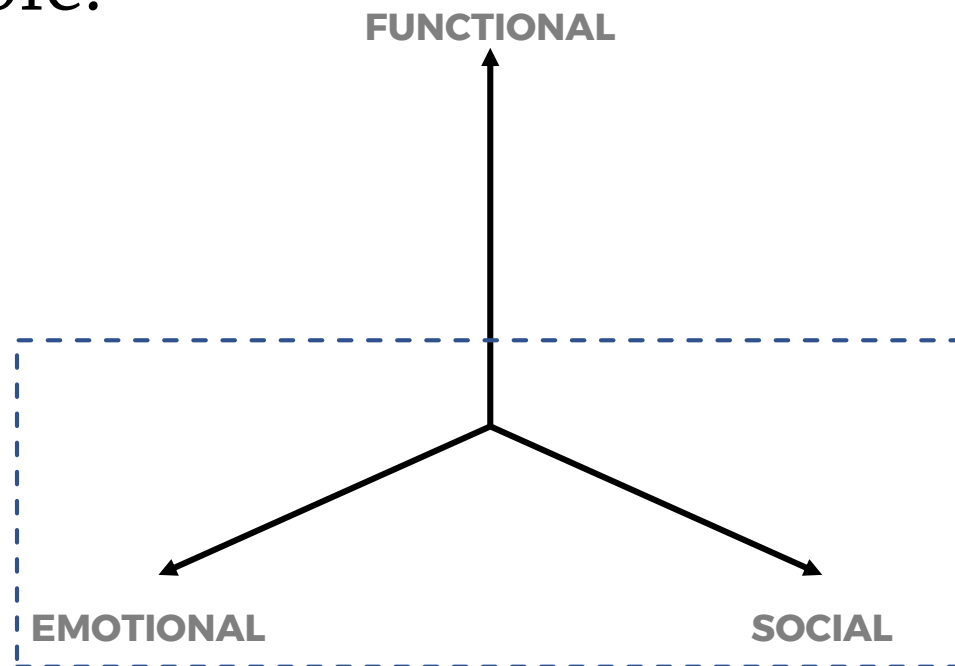
#1: Understand the problem

There is surely nothing quite so useless as doing with great efficiency what should not be done at all!



#2: A problem is not only functional

People don't want to buy a quarter inch drill. They want a quarter inch hole.





#3: Reality is all that matters

Immerse yourselves. Live the life of your users. Nothing beats it!



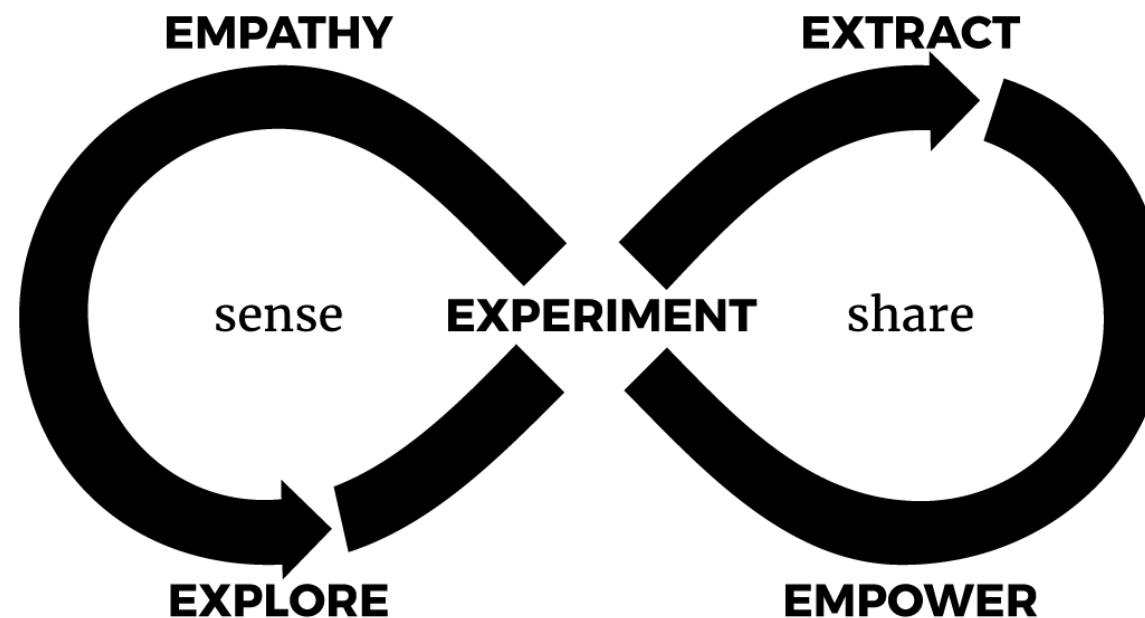
#4: Experiments drive experience

Empathy, Explore,

EXPERIMENT

Extract, Empower,

EXPERIMENT





#5: Innovation is culture

Culture eats strategy for breakfast! Innovation is NOT a vision. It is a *MINDSET*. A way of doing, an approach to action.



#6: Culture starts from the top

Show it, don't tell it.

Culture is not created by accident



MIND THE GAP



TRIPLE WIN





Go!

Do great stuff



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