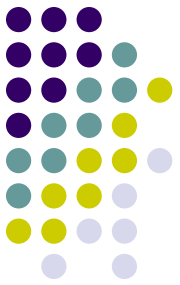




11th Annual BMDA Conference

**“THE ROLE OF MANAGEMENT EMPOWERING INNOVATIONS
AND CREATIVITY”**



The Role of Management and Leadership Empowering Sustainable Innovations

Lauri Koponen

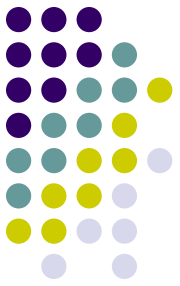
UAB Acme Europe, 2013

Who I am

- Finland - Lithuania
- Entrepreneur, consultant, trainer
- Strategic change management
- Restructuring and repositioning companies
- Business concept modelling and leadership
- Corporate image and brand building
- 20 years experience

A part of:

- Start-ups, Filials, Fusions, Takeovers
- Business and educational projects



My perspective



What do I do in companies?

Clearing the structure

Creating a long-term heading

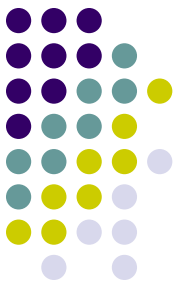
Vision and mission, strategy mapping

Provide change management in practise

Couching and training

Setting main processes and making task-level workflows

Help to establish/maintain leadership and trust

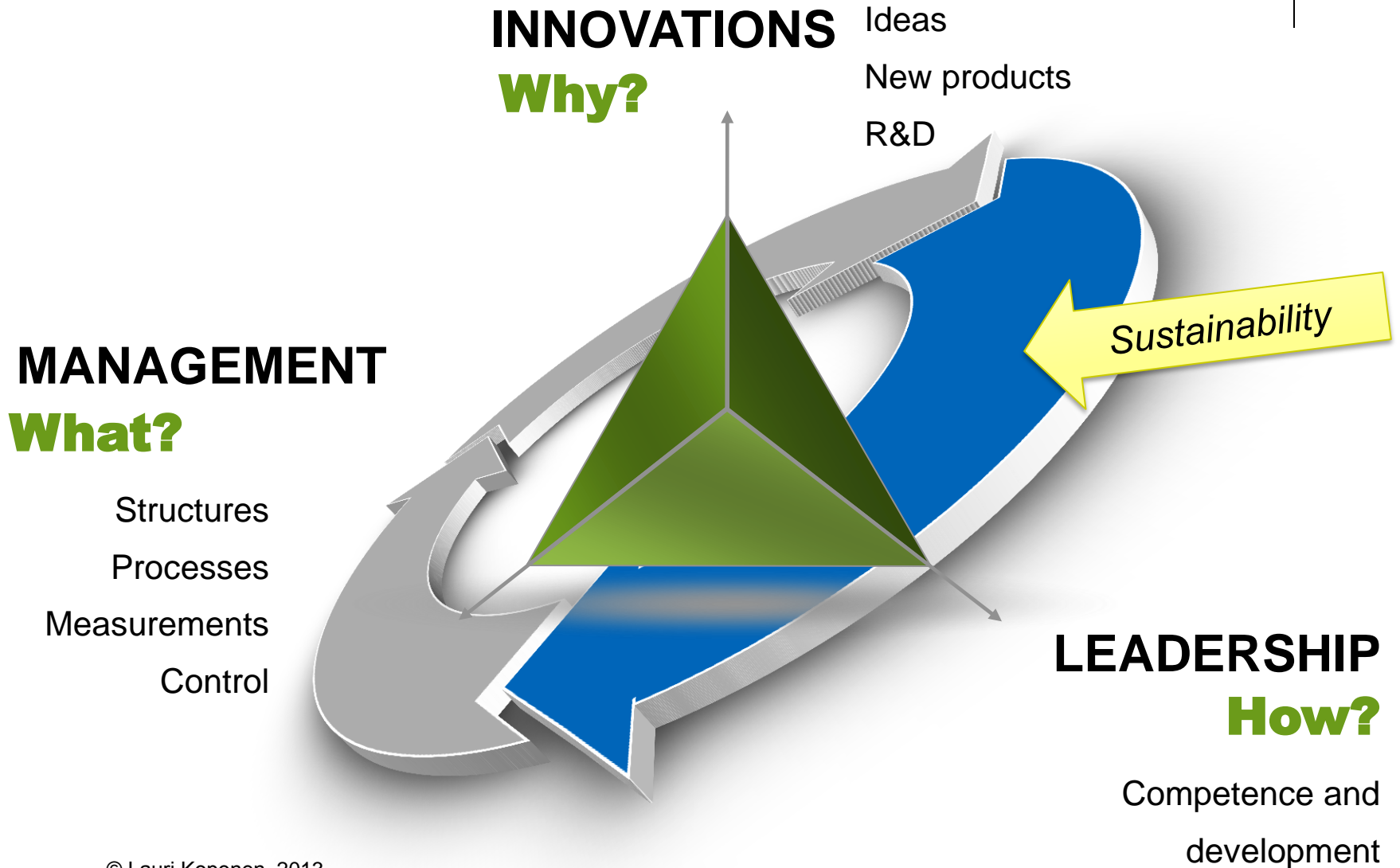


My working method: Inside-out

- Normal cycle for changes is about **2 years**
 - Start position as a consultant
 - They hire me after 6 months
 - After 1,5 years development is getting into the tuning



How it works?



ALL Together as ONE



<i>Why?</i>	Innovations	New ideas, products, Something special
<i>What?</i>	Management	Tactical level: processes, structures, etc.
<i>How?</i>	Leadership	Development, competencies



Earning competence and getting focus



Competition

in a market is crucial for inspiring innovations.

The only safe position is dead..



- Leadership is providing ***movement***
- Management is providing ***innovations***
- Innovations are providing ***trust***
- Trust is providing ***leadership***

*Even mistakes,
when handled right, create
Trust!*

trust
takes years
to build,
seconds to break
and forever
to repair.



PEOPLE



People: The Team



- **Pull**

- Leadership, providing motivation

- **Push**

- Measurements, creating demands



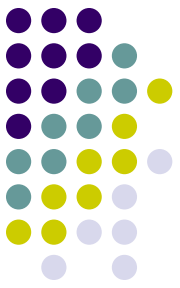


The length of the Field....

Every team member on the field knows what is the vision
and together doing everything systematically to win!

THE MAJOR GAME PLAN:

making sure that innovations can be created and sustained



- Vision
- Mission
- Strategy Map
- Concept Map
- Long-term systematic actions

Core Strategy

- Standards
- Processes
- Information mechanisms and flows
- Success factors

Models and Process

- Measurement:
- Customer satisfaction
 - Risk Management
 - Quality management
 - Dialogs
 - Control and monitoring systems
 - Direct Feedback

Tools and Measures

- Finances:
- Sales figures
 - HRM
 - Balance score system
 - Activity based costing

Figures and Scores

World Cup 2013

Company X



ACME Europe: Case study



right now ▶ acme®



Acme Europe is a member of Acme Group:

- was established in 1993, Lithuania;
- one of the leading wholesale suppliers of computer components
- continuously expanding in Europe as well as in other regions
- export more than in 36 countries



Peanut mouse
wireless rechargeable mouse by **acme®**

Peanut mouse

wireless rechargeable mouse



Awards



iF Design Award, November 2012
ACME „Peanut mouse“
won one of most prestigious “iF”
award of product design.



Plus X Awards, July 2012
ACME „Peanut mouse“
outstanding convenience and
ease of use were awarded with
an Ease of Use nomination.



Plus X Awards, July 2012
ACME „Peanut mouse“
nature-inspired mouse design
won the Design nomination.



Geras Dizainas award, May 2012
ACME “Peanut Mouse” awarded for
“Good design”.

Product Range



CD/DVD



Headphones



Speaker Systems



Web Cameras



Mice



Mouse Pads



Gaming Devices



Bluetooth Devices



USB Hubs and Card Readers



MP3 Players



Mobile phone holders



Keyboards



Cables and Wires



Batteries and Chargers



TV Brackets



DVBT



Office Accessories



Cases



Multimedia players



Tablets



Weather station



Irons



Toasters



Electric Kettles



Sandwich Maker



Blenders and Mixers



Microwave ovens



Hairdryers



Grills



Energy saving lamps



LED lamps



Halogen Lamps

Segmentation



Acme products are divided into a three segments:

▶ **start**
line

Products dedicated for the mass retail.

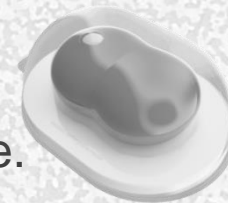
▶ **perform**
line

Added value products.

▶ **unique**
line

Products created by Acme.

Individual packages. Not attached to orange or other color. Size and blister form is not fixed. Unique and stylish.





Jungle

Be aware of urban cluster

Idea

Never get lost in a cluster of cords. Stay focused, take these earplugs to survive in urban jungle.

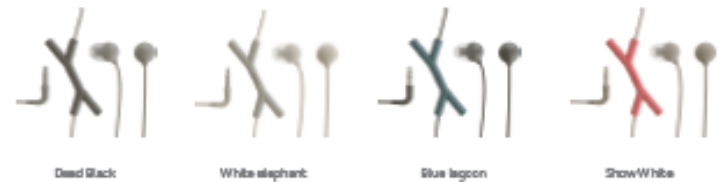
Features and Technical specs:

Simple construction
Metal headband. Made from lightweight and highly resilient materials this earphone displays an elegant coherency between the overall design and the individual parts.



Package content:

Blister





Peak Messenger

For urban mobility



Idea

Mobility is important as part of modern day human. Mutant messenger bag helps a user to adapt for uses.

Features and Technical specs:

A bag can be used both in messengers position and backpack position. It also helps you to organize your daily essentials with an efficiency.



Designed for digital devices and daily essentials.

Package content:

Blister



High-walker



Factory Pure



Asphalt grey



Before and after...



Corporate changes: strategic reposition; focus on unique decisions/ instead of trading

Successful R&D department – 5 people

Marketing and PR department – team of 6

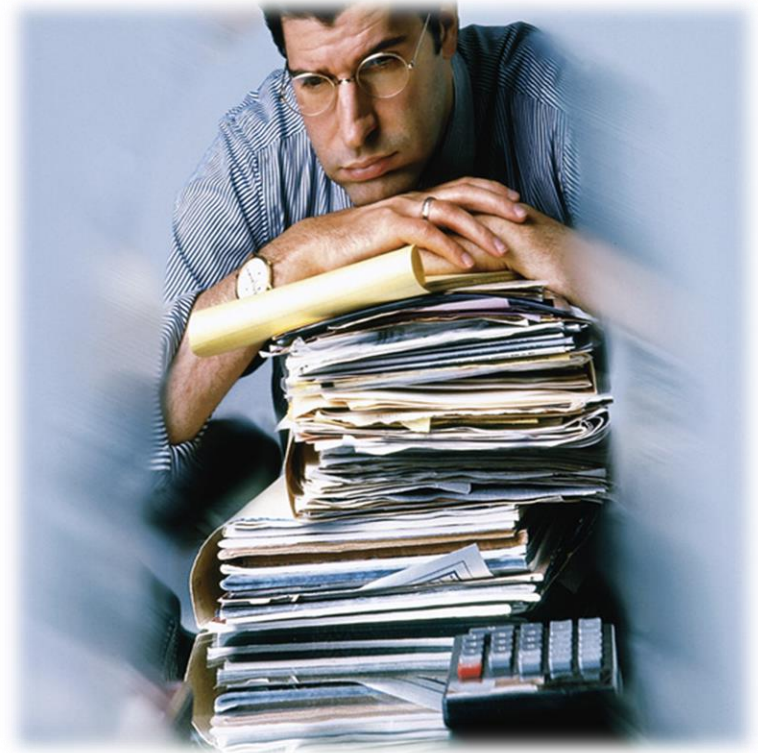
Rules and regulations
(Process Book)
for new product development

Acme Product Matrix:
start, perform, unique

Thank You!



- Ideas
- Questions
- Remarks
- Discussions



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What investors look for in innovative companies

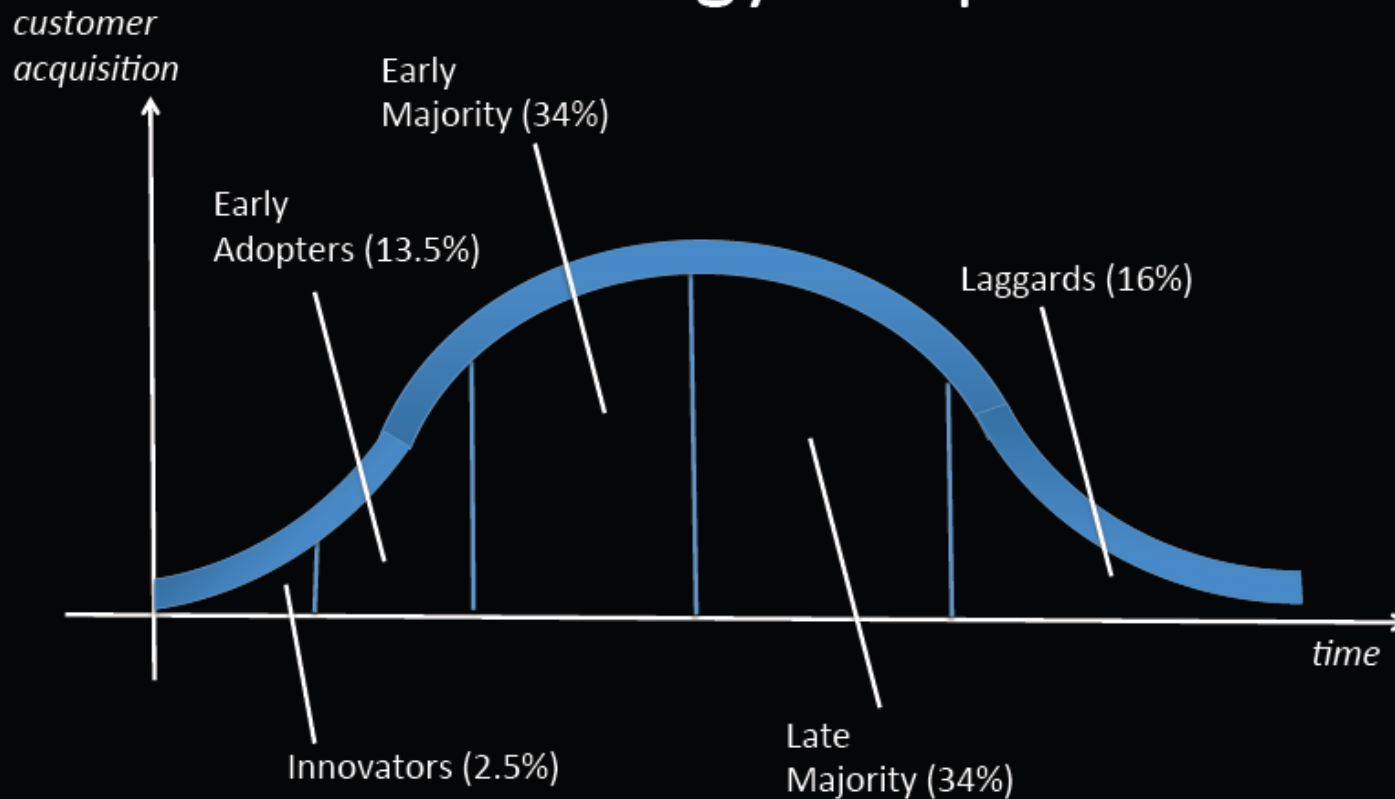


- Cool idea
- Massive addressable market
- Strong management team
- Scalable technology
- Proprietary Intellectual Property
- Market engagement/acceptance
- A coherent, believable plan
- Huge profit projections
- An exit

Basics



Technology Adoption



Without efficiency there is no energy...



- Innovations and inspiration for me are really close.
- That special, special thing

Innovation:

is the conversion of knowledge and ideas into a benefit, which may be for commercial use or for the public good; the benefit may be new or improved products, processes or services.