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SUBCULTURE

THE COMPLETE ONLINE GUIDE TO THE OZARKS

Ozarks Home Search

- Search for a Home
- Search for an Agent
- Open Houses
- Home Financing
- Community Profiles

- Real Estate How-Tos
- Home Services
- Newcomers Guide
- Schools



Home of the Week
CLICK HERE!

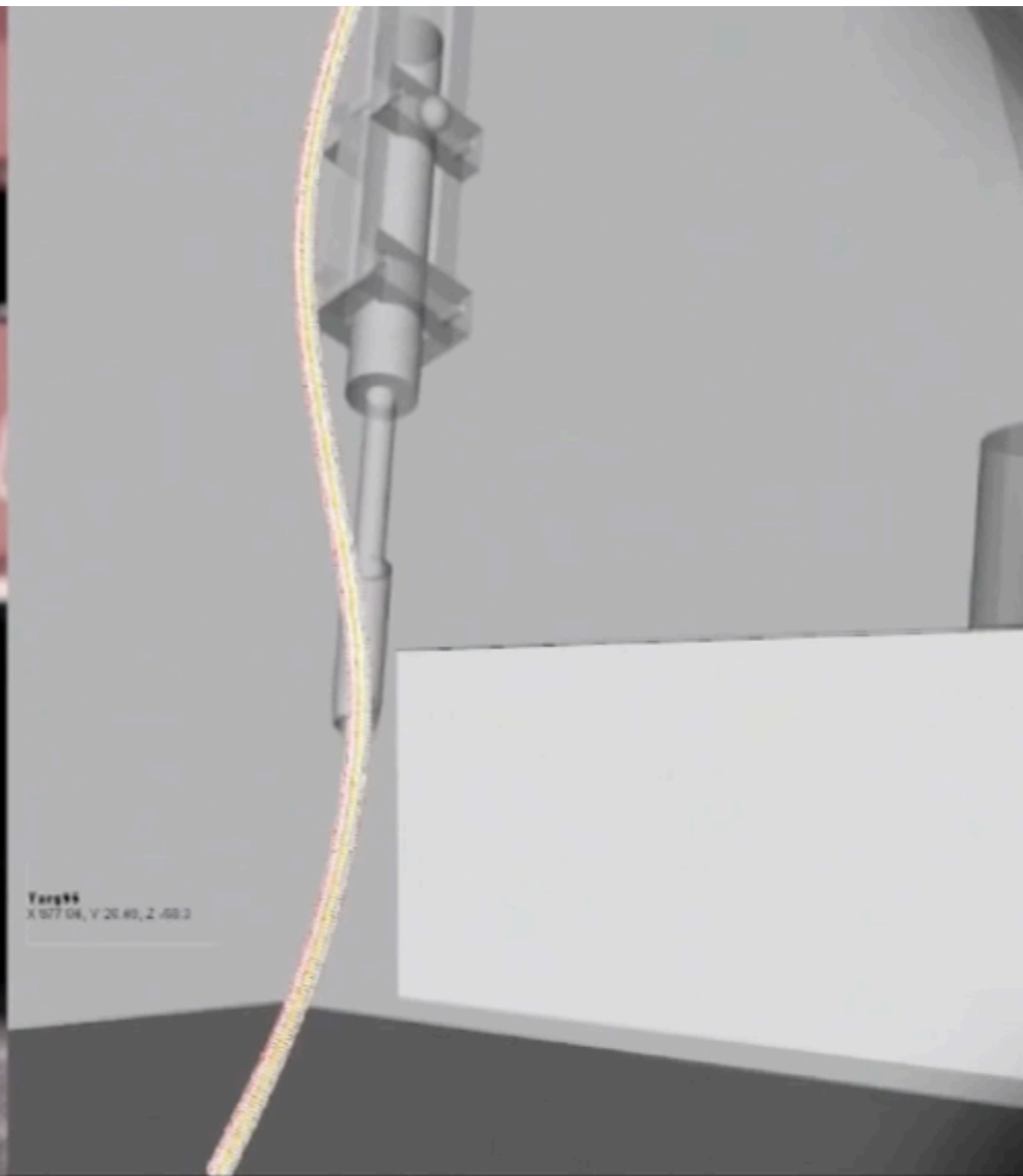
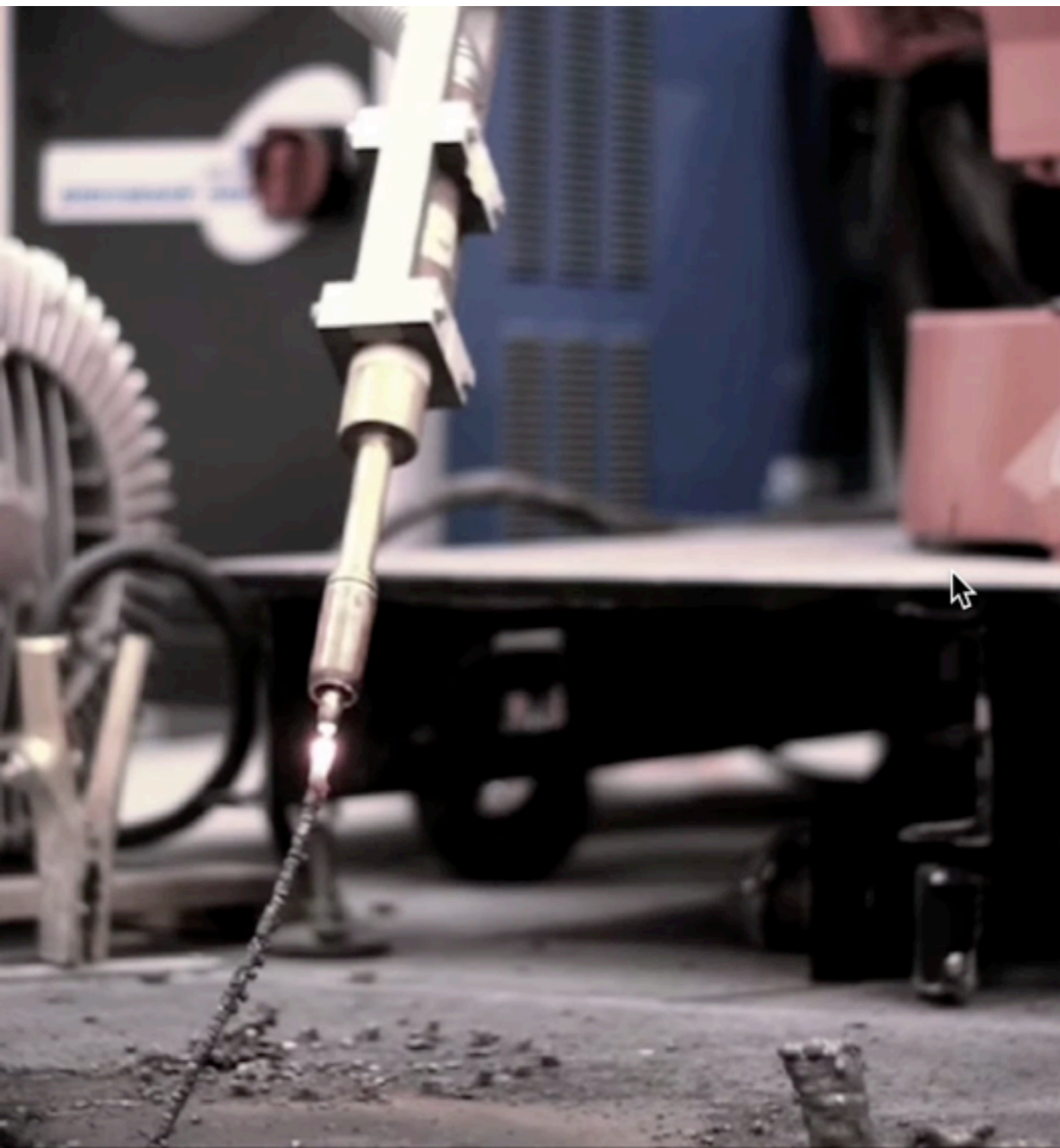


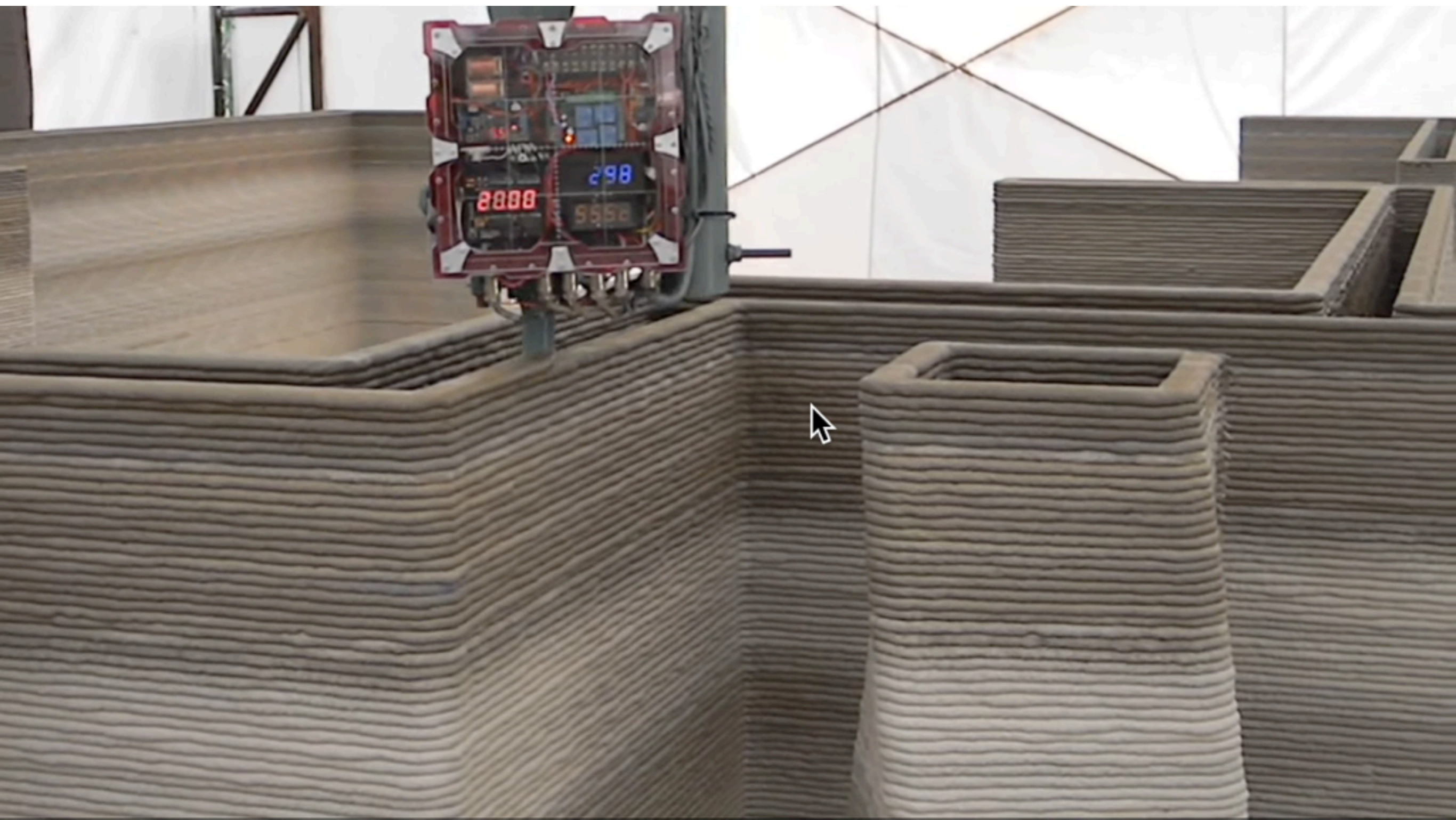
[Ozarks Gateway](#) [Ozarks Job Search](#) [Ozarks Marketplace](#) [News-Leader](#)

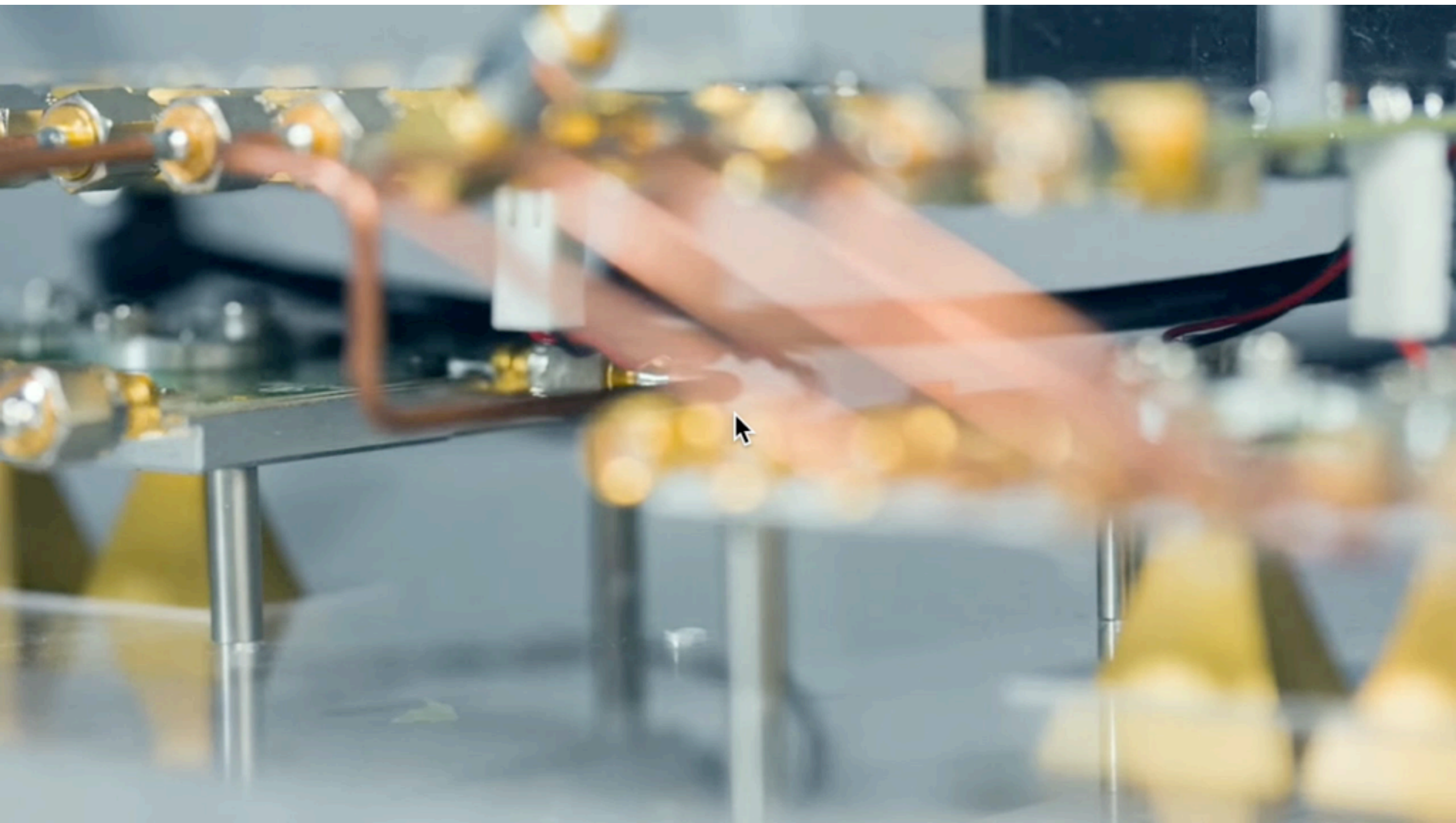


The future is already here – it's just not evenly distributed.

William Gibson









**Those who don't create the future
will be stuck fighting it.**

The digital shift toward abundance based
business models are remaking the world.

Abundant



Scarce

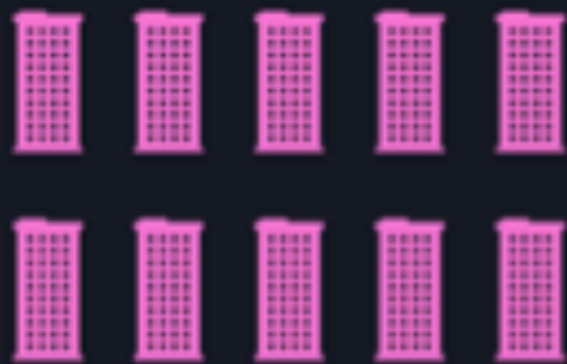
Extractive

Generative

ACCOMMODATION



93 YEARS TO BUILD



610,000 ROOMS, **88** COUNTRIES



4 YEARS TO AMASS



650,000 ROOMS, **192** COUNTRIES

Why do smart people, armed with logical information, fail over and over again to make strategic shifts despite the overwhelming case for change?



No-till farming is a perfect
example about why
innovation so often fails

Despite huge advantages over traditional farming techniques, this approach from the Sixties is just now gaining momentum.

The Benefits of No-Till farming

Reduction of fuel use

May sequester greenhouse gasses

Dramatically improves soil health-
1" increase in organic matter
saves 20,000 gallons per acre

Significantly reduces nitrogen
pollution in lakes and rivers

And, perhaps most importantly, it's
more profitable

So why isn't it used by the majority
of farmers?



“We have a saying in our area:

‘You can’t no-till because you haven’t buried your father yet.’

You can’t take on an endeavor like this with someone leaning over your shoulder every day telling you you’re wrong and it’s not going to work.”

– Terry McAlister, who farms 6,000 acres of drought-stricken cropland in North Texas.

Why do smart people, armed with logical information, fail over and over again to make strategic shifts despite the overwhelming case for change?

Why is change so hard?



As Homo Sapiens, we are around 200,000 years old.

If an alien anthropologist visited earth every 10,000 years for the last 100,000 years...

1 visit : < 10 m. hunter-gatherers, stone tools

2 visit : < 10 m. hunter-gatherers, stone tools

3 visit : < 10 m. hunter-gatherers, stone tools

4 visit : < 10 m. hunter-gatherers, stone tools

5 visit : < 10 m. hunter-gatherers, stone tools

6 visit : < 10 m. hunter-gatherers, stone tools

7 visit : < 10 m. hunter-gatherers, stone tools

8 visit : < 10 m. hunter-gatherers, stone tools

9 visit : < 10 m. hunter-gatherers, stone tools

10 visit : > 7 b. complex societies, high tech

We evolved to be pattern recognition experts.

Tree-Tree-Tree-Tiger-Tree

The power of *certainty*.

Your brain recognizes patterns, makes predictions then rewards you when its accurate.



The more ambiguity the
bigger the **threat** response.

We do everything
we can to stay away from uncertainty.

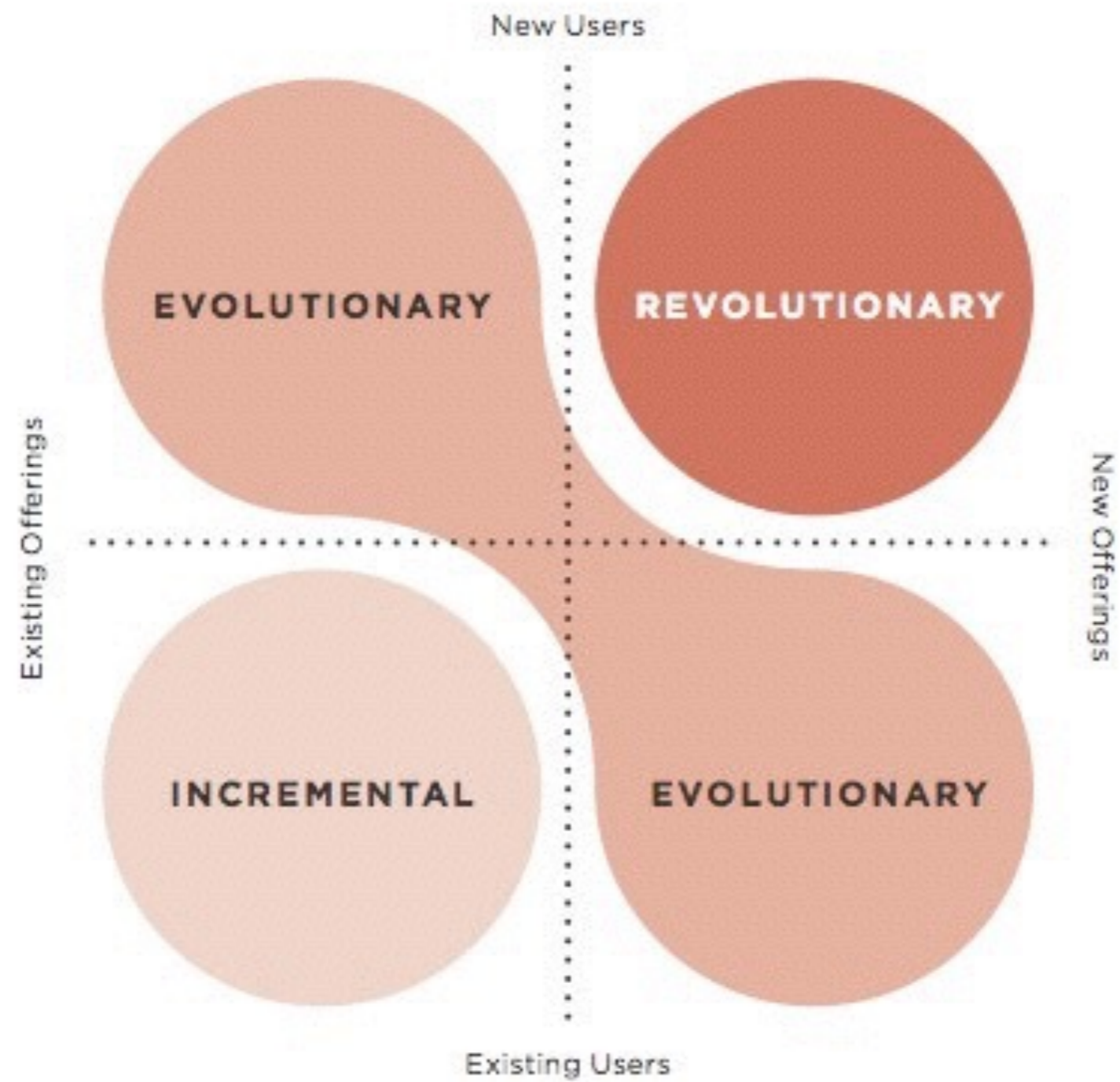
We build business cultures that drive uncertainty out.

This usually means suppressing creativity as much as possible.

Without creativity there isn't divergent thinking.

Divergent, transformative thinking will save your business.

That is what we are looking for in big innovation.



DISCOVER

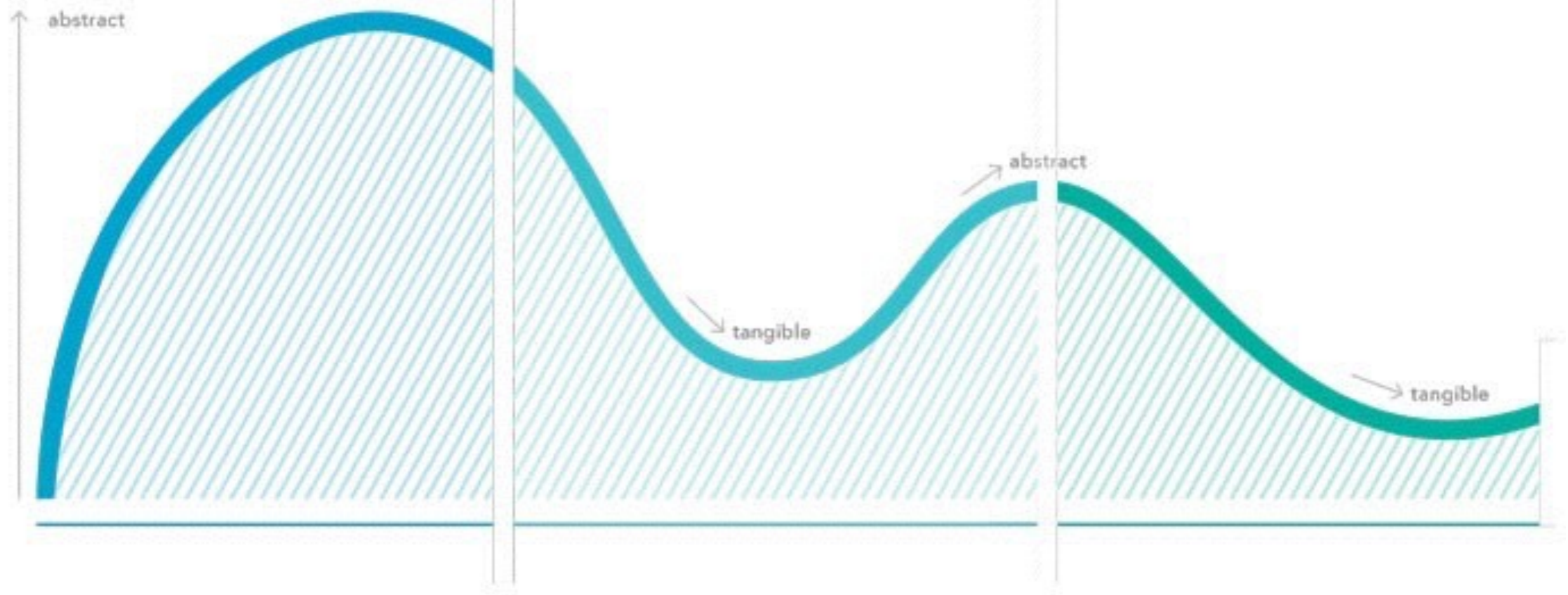
I have a challenge.
How do I approach it?
Who do I talk to?

IDEATE

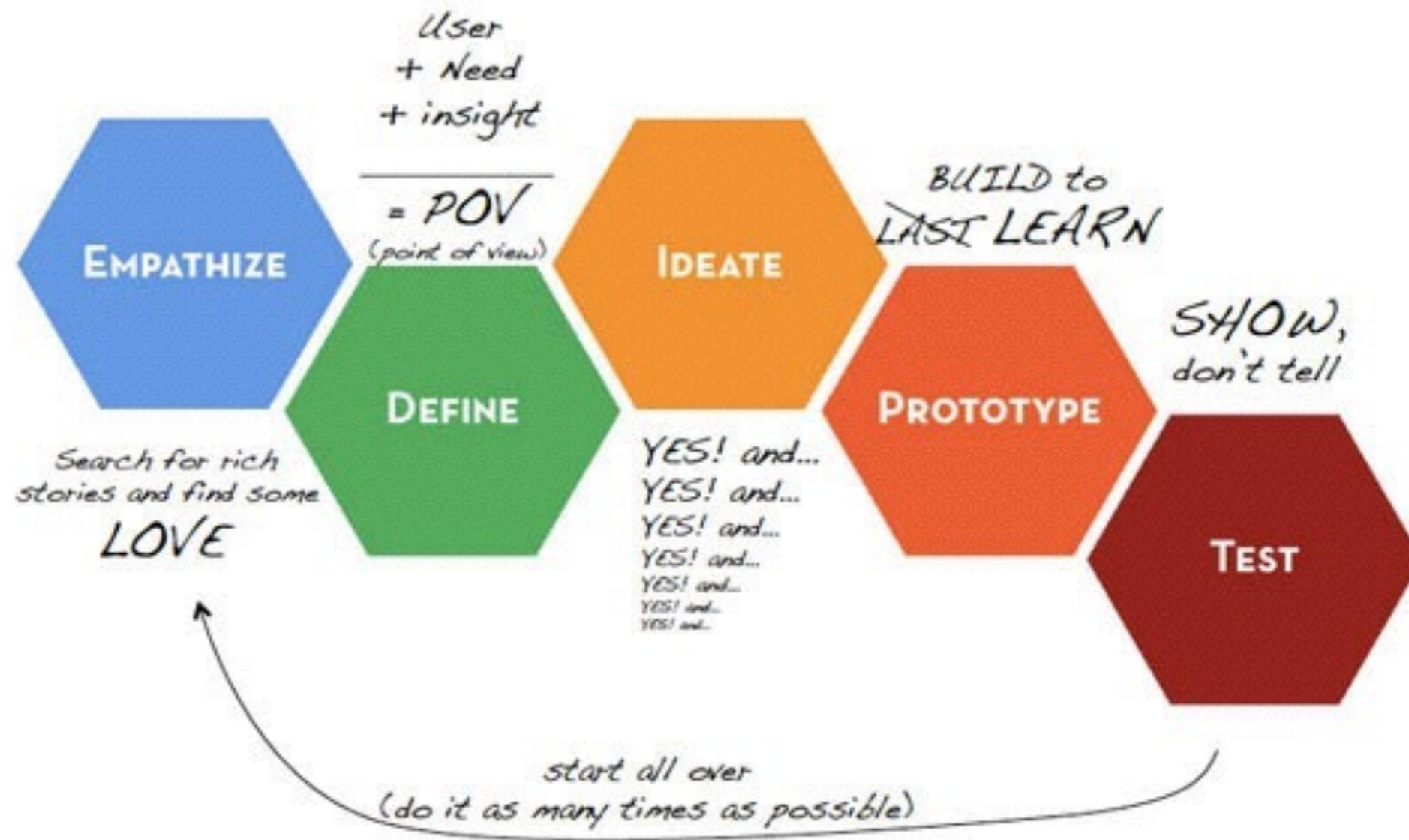
I learned something.
How do I interpret it?

PROTOTYPE

I have an idea.
How do I build and refine it?

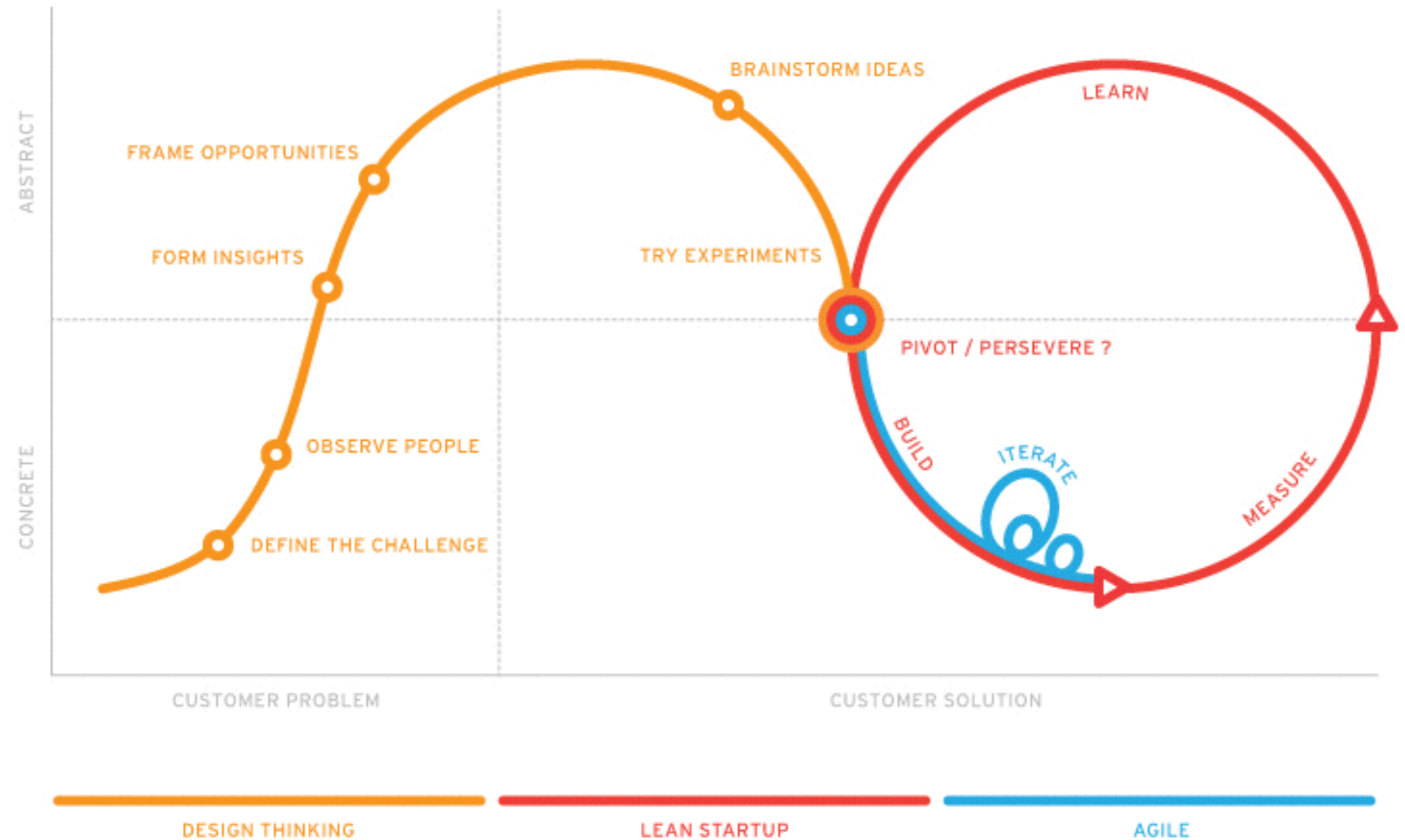


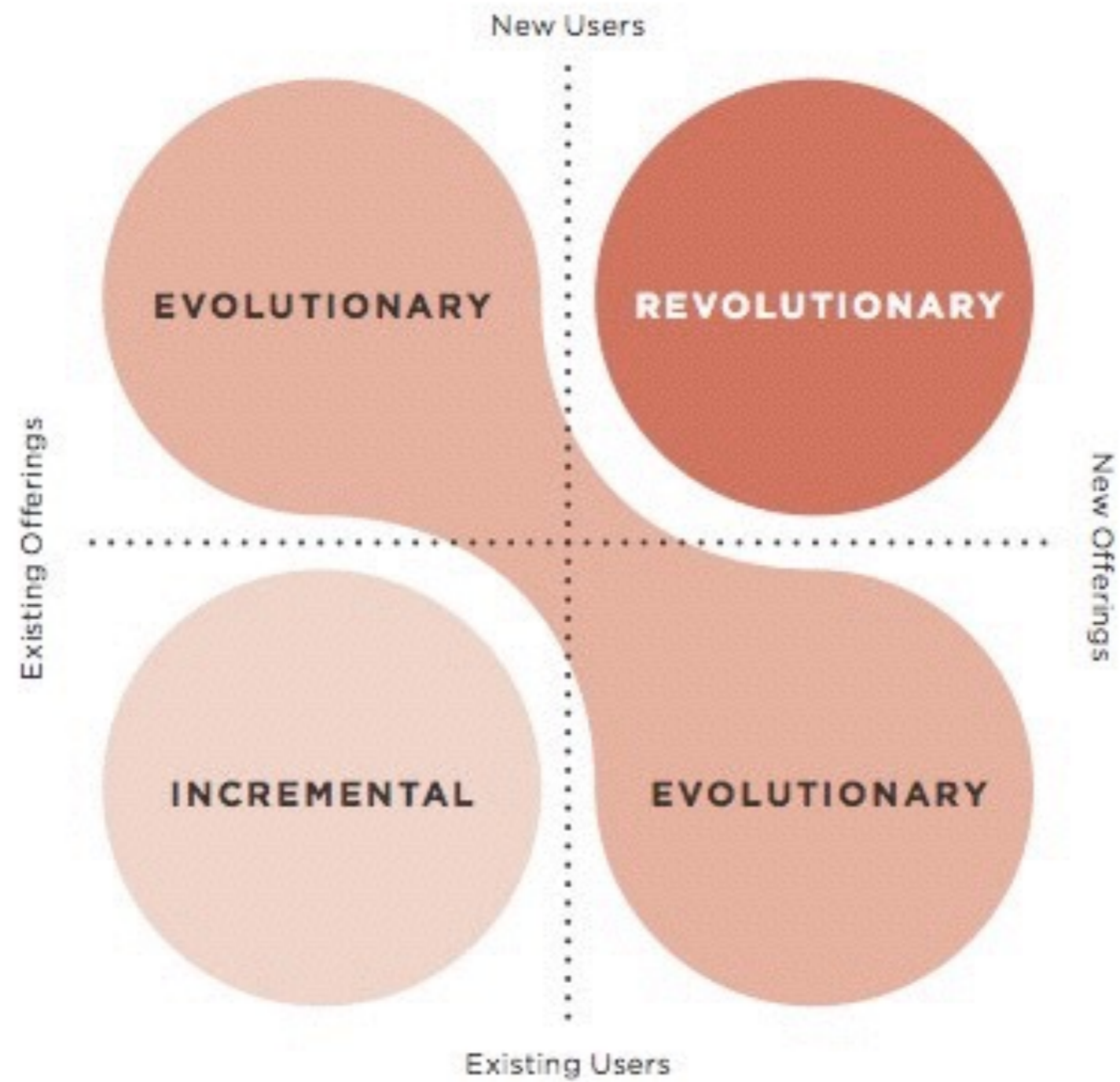
My design thinking CHEAT SHEET



By Guido Kovalskys

DESIGN THINKING DISCOVERS CUSTOMERS





Sustaining, Evolutionary Ideas

These are existing technologies to be more accessible, efficient, cost effective, etc. They do not establish a new market but rather offer an evolutionary version or add-on to existing technology.



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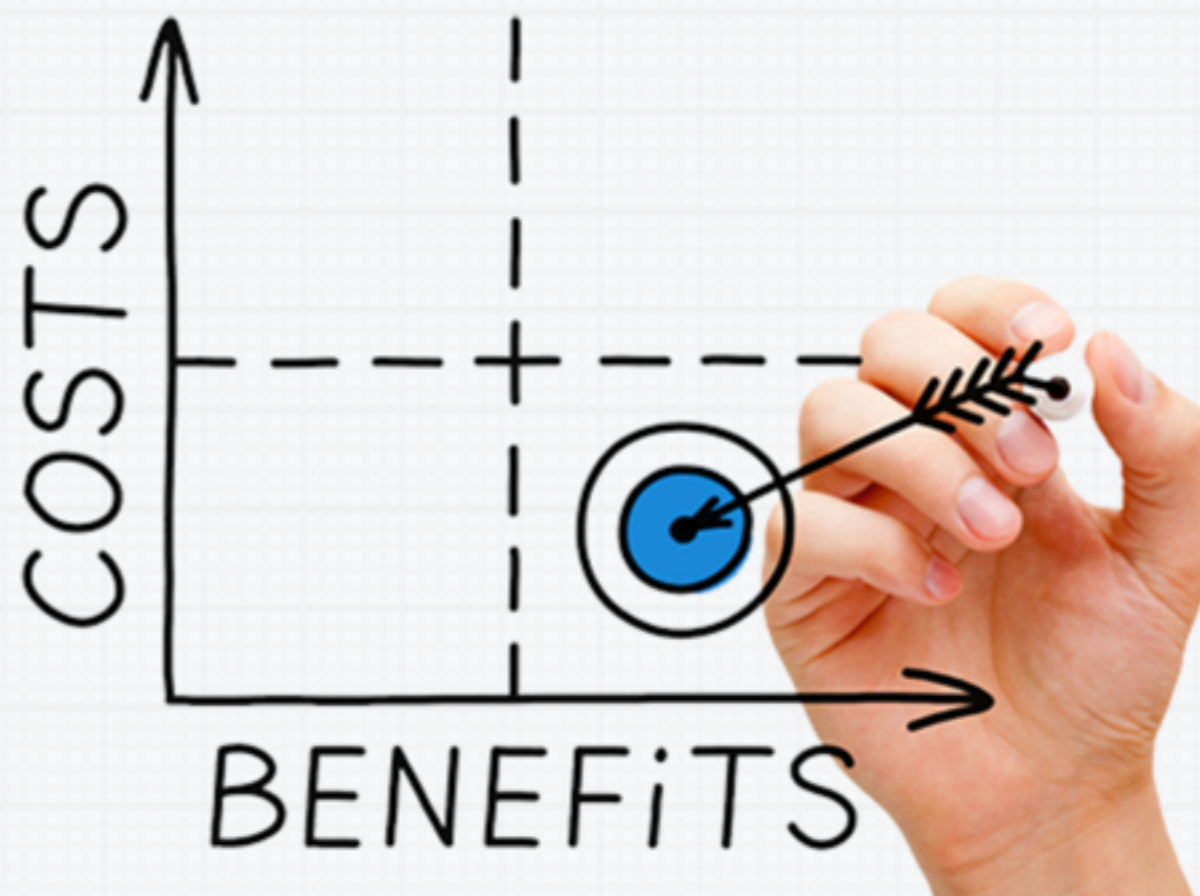
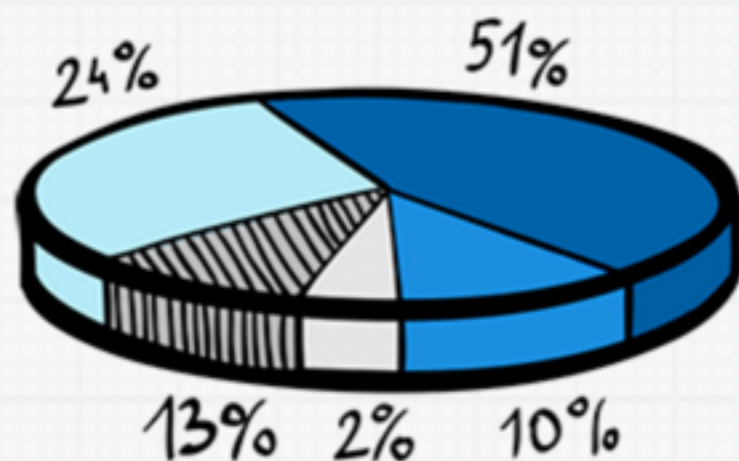
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COUNTY WORKER RECALLS TRAGEDY



TOP STORIES

Deputies fire at suspect during traffic stop in north Forsyth

Construction worker injured in fall at South Forsyth Middle

House fire displaces two in north Forsyth

Forsyth County commission hopeful cleared to run

Upgrade of Two Mile Creek Park in north Forsyth worries residents

K9 officers in Forsyth County to get protective vests

[More news in LOCAL](#)

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SPORTS

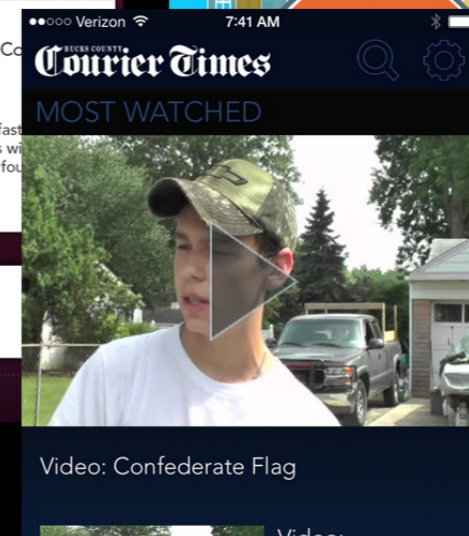
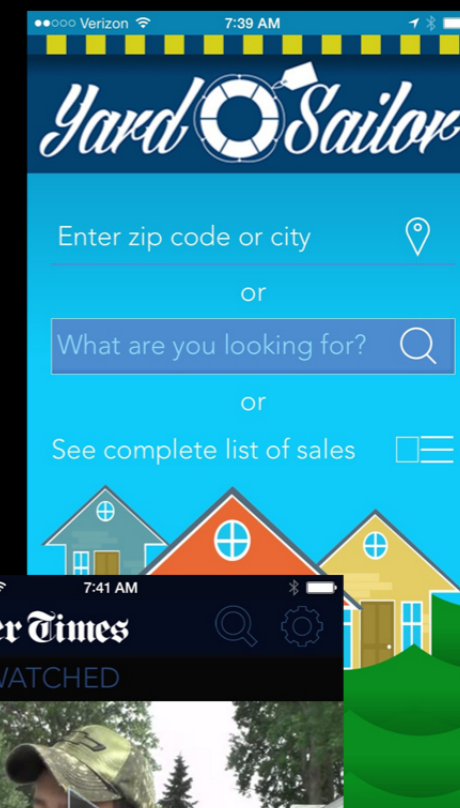
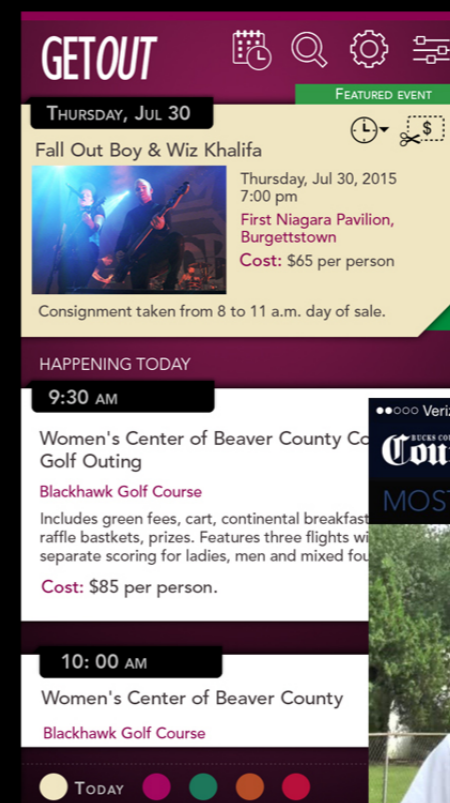
THE GRIND: Lambert's Wakefield

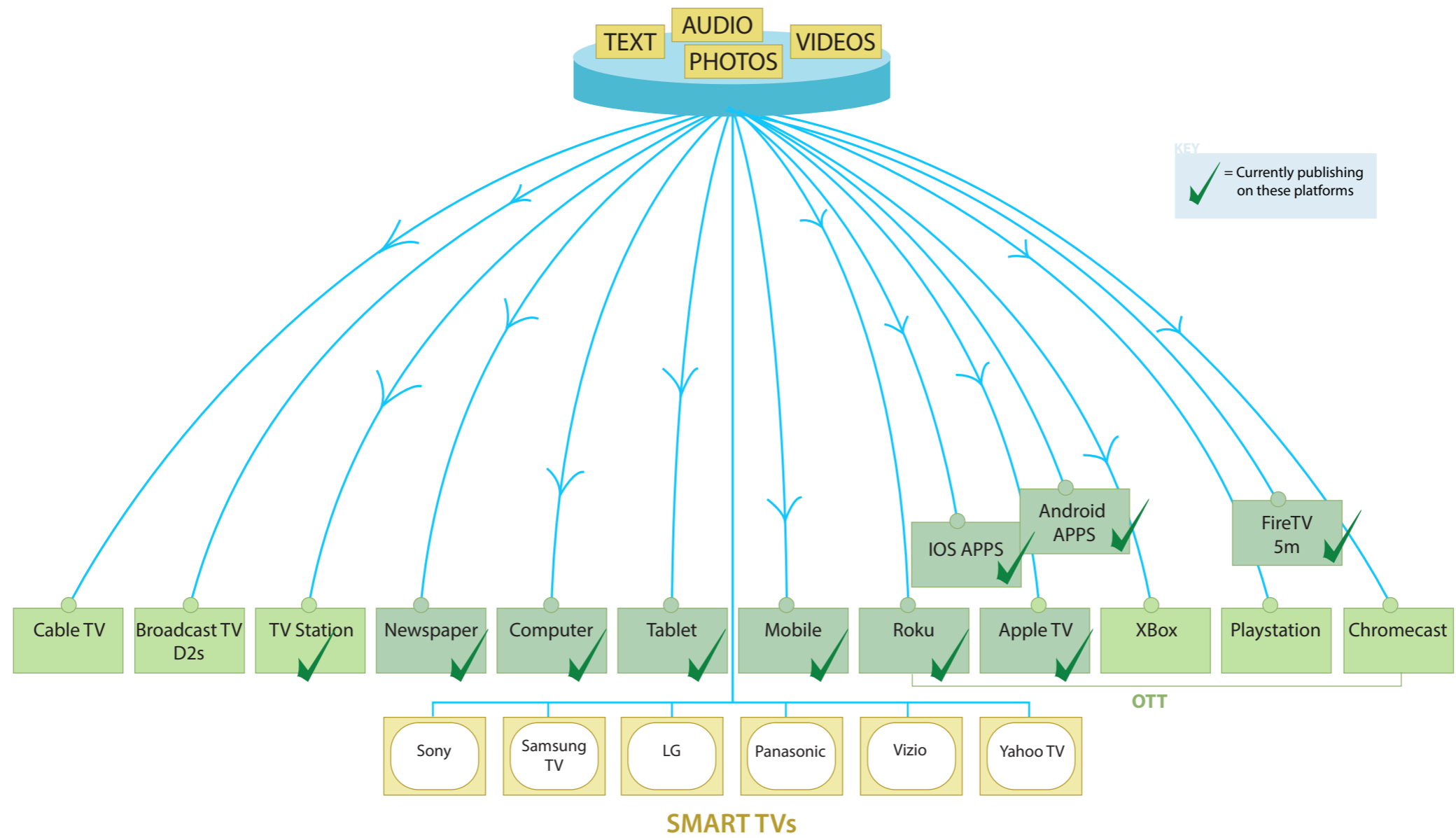
BUSINESS

Surgeon leads effort in robotic

EDUCATION

Riverwatch student to be featured in





Why These Matter

- Data-driven, modern approaches
- Maximize existing but fading operations
- Sophisticated solutions for existing advertisers
- Generate new revenue out of existing skills
- Re-capturing lost or small business segments

Innovation Limitations

- Advertising based models
- They are still push-based and publishing oriented
- Primarily use existing platforms
- Focus on destination sites, not distributed brands
- Lack of effort or data on non-consumers

**EVERY organization should have or be moving forward
with these types of services!**

If not, you will be left behind and even more disrupted by
digital entrants.

The industry must keep every decreasing ad dollar
it can while also driving new innovations.

Disruptive, Revolutionary Ideas

Innovation that creates a new market and value network — replacing existing technology and creating a new market demand.

Our Winner

- Great metrics to prove their innovation
- Brave leadership to radically transform operations
- Moving to fully embrace a distributed model
- “All boats rising” model
- It's not size that matters but approach
- Focus on new markets and non consumers

And the winner is...