

**tecnalia**  
Corporación Tecnológica

ETORKIZUNERAKO GRINA  
**PASIÓN POR EL FUTURO**  
PASSION FOR THE FUTURE

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## World café

*Question 1*

**What changes can you see happening in your business environment that encourages innovation?**

*(What are the cracks to leverage a sustainable transformation?)*

*15 minutes*

*Question 2 – round 1*

**What type of programs/activities make sense to promote from our networks in order to operate a deep business and social transformation?**

*20 minutes*

*Question 2 – round 2*

**What type of programs/activities make sense to promote from our networks in order to operate a deep business and social transformation?**

*20 minutes*

*Question 3*

**What concrete actions can we start next week to lead the deep business and social transformation?**

*20 minutes*

*Plenary*

*...Changes...  
...Ideas to promote...  
...Concrete actions...*

**What were the most relevant points  
of your conversations?**

*20 minutes*



OPEN MIND



PAYBACK

EVEN WITH RISKS



CO-CREATIVE LEADERSHIP



LEADERS WITH MERCY



GIVE RESPONSIBILITY TO YOUR COLLEAGUES & TO YOURSELF  
ENCOURAGE PROACTIVITY & New Ideas

EMBRACE NEW IDEAS WITH ALL PEOPLE

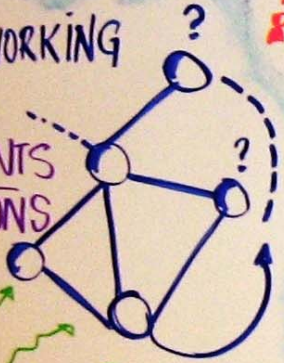


FEEL IT BELIEVE

ME-MYSELF & I #1 TO CREATE MOMENTUM

NETWORKING

WHAT AGENTS  
WHAT ACTIONS

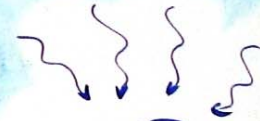


RELAUNCH?

HAVE FAITH in good ideas



BE POSITIVE "YES-AND" method



BE MORE CONSCIOUS OF STIMULI/ENVIRONMENT TO MAKE DECISIONS

ENTREPRENEURS

CREATE FLEXIBILITY

PUBLIC OFFICER RIGID

PASSION TO ACHIEVE NICE PROJECTS

Alex





## ACTIONS

- Choose your priorities in networking → make the action plan
  - Keep your networks alive
  - Share the knowledge (travel report) with your partners
  - Coaching decision makers/politicians for innovations
  - Read the evaluation report of the Finnish innovation strategy
  - Start planning the next trip to Bilbao
  - Invite partners (potential) from Bilbao to Finland
  
  - Be positive → “YES, AND” method
  - Co-creative leadership
  - World is not either-or
  - Camping philosophy (innoventurer alumni)
  
  - Changing generation, including young → talking to young people with brave
  - Shared and good leadership → giving more responsibilities to employees/subordinates
  - Keeping faith, being persistent with new things, new concepts
  - → re-launching good but forgotten ideas
  
  - Write a blog/editorial for the promotion of double roles as public officer and entrepreneur
  - Contacting boss → “ I want to be a part time entrepreneur”
  - Write example of job contract that makes double role possible.
- Go and contact your colleagues and talk about change → network activation
  
  - “let all the ideas live” : open attitude towards all types of new ideas
  - “marketing our ideas” in order to sell our ideas better to different stakeholders
    - communication skills
    - achieve common goals
  
  - Start value discussion at your working place
  - Light a “campfire” in your neighbourhood next week and continue
  - Empower one person a day (including your boss ;o )
  - Enhance creativeness in all your actions + knowledge based mindfulness, caring and loving culture
  - Once a day create a calm environment around you. Learn to achieve flow state. Slow life. Intuitive, spiritual, listening with heart. Reconnect with the core soul.
  - Enable new actors in processes, younger people!! Create trust among people!
  - Be aware on your reaction & actins based on fear & shame and get rid of them
  - Be responsible of your own life, actions and values. Start today!