

Keynote Paul Iske – #EIE2021

Learning from Brilliant Failures: No innovation without implementation

The keynote

In this keynote, I will introduce a framework for value creation by accepting and learning from (Brilliant) Failures. As all researchers and innovators know, failing is not only inevitable, but also an essential learning process. But are we allowed to fail? And what is the impact of culture on how we deal with failure? **While everyone agrees that we should learn from our failures, no one tells us how to do this.** The Institute of Brilliant Failures has developed a method and tools to extract the lessons learned and to make it possible to use them at another time, in another place.

Among my key messages that I intend to share with EIE attendees are:

- Implementation often fails in the ‘last mile’ because of ‘organized stupidity’
- We have the (human) right to try, to experience, to fail and to learn
- It is possible to develop ‘failure intelligence’ and learn before, while and after our activities

About Prof Paul Iske

Paul Iske is professor at the School of Business and Economics, Maastricht University, Netherlands, where he focuses on open innovation and business venturing. He also holds a professorship at the Department of Information Science, Stellenbosch University, South Africa, working on knowledge-driven innovation. Paul is the founder and CFO (Chief Failure Officer) of the [‘Institute of Brilliant Failures’](#), with the mission to highlight the importance of experimentation to achieve paradigm shifts and breakthrough innovation. He is an international author, consultant and speaker on innovation, entrepreneurship, knowledge management and creativity. Paul is currently chairman of the [PHC Catalyst Foundation](#) with the mission to accelerate the transition towards personalized, data-driven healthcare. He spent 18 years as Chief Dialogues Officer, Head of Innovation and Knowledge Management at ABN AMRO Bank. Prior, he finished his PhD in Theoretical Physics and fulfilled a number of jobs in strategy and Research & development at Shell.

