



# Horticulture 4.0 Conference

Neville Stein  
Ovation Consulting

# Innovation – the key to success

**Neville Stein** MBA  
Horticultural Business Consultant

[info@nevillestein.com](mailto:info@nevillestein.com)  
T: +44 (0)1394 385723  
M: +44 (0) 7778 005105  
[nevillestein.com](http://nevillestein.com)

"My passion is to help horticultural enterprises develop business and improve profitability."



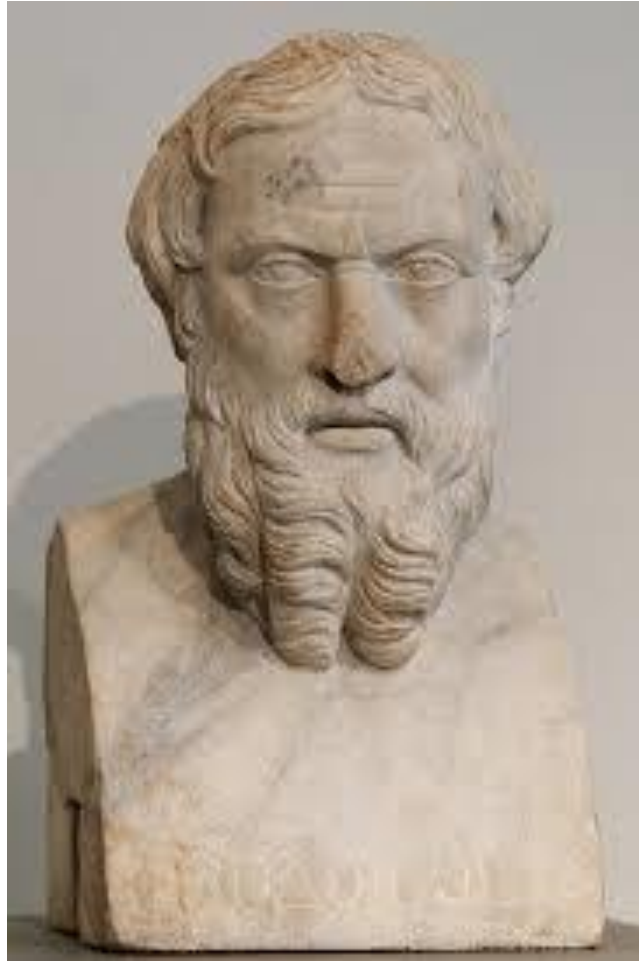
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# We live in a VUCA world



But that's nothing new ....



# In my lifetime so far....

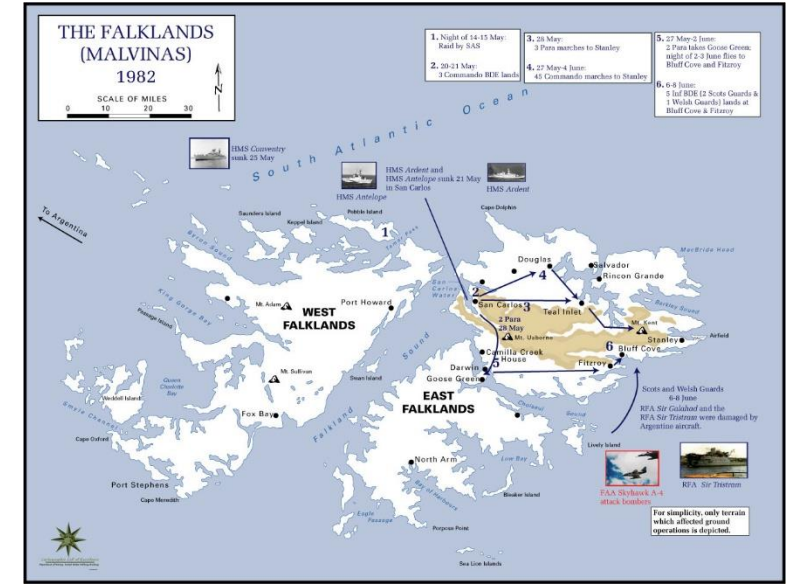


# In my lifetime so far....





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In my lifetime so far....





In my lifetime so far....



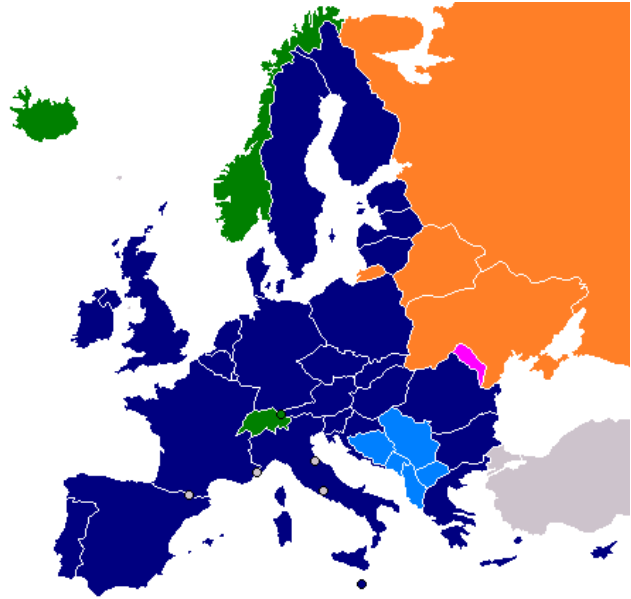
In my lifetime so far....



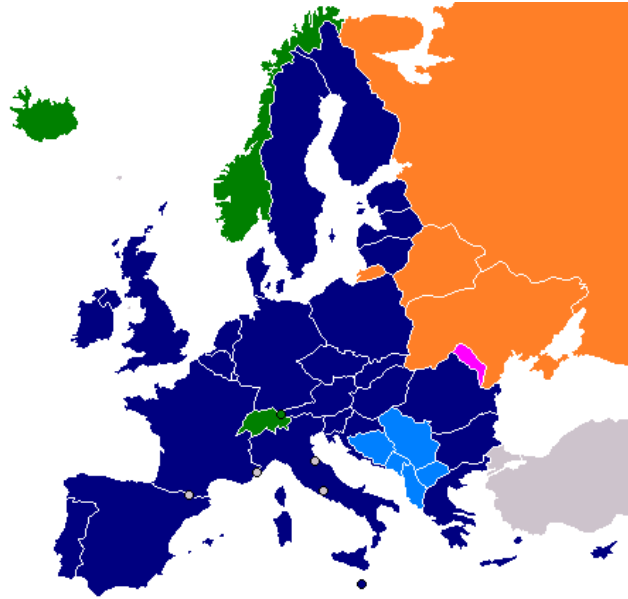
There have been disappointments too....



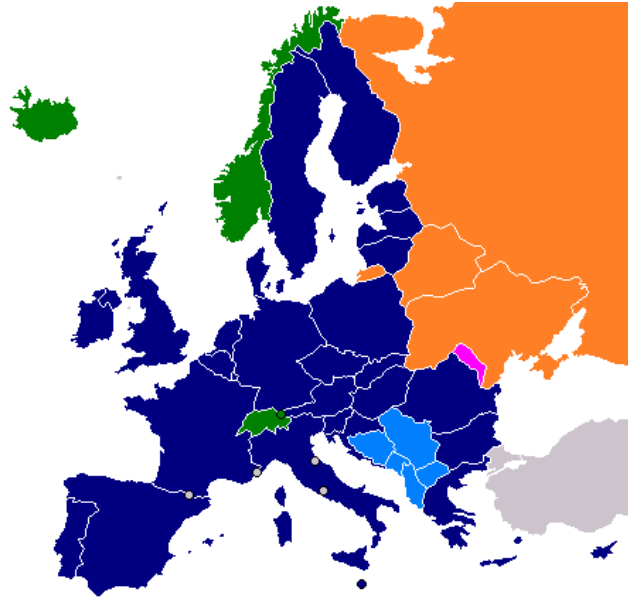
There has been disruption....



# There has been disruption....



There has been disruption....



**amazon**



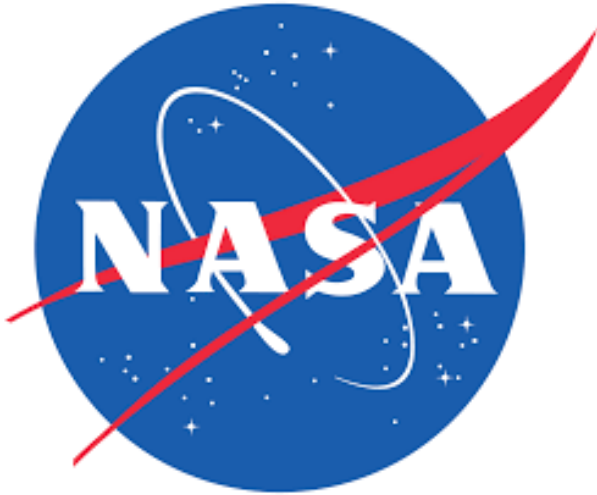
And more is coming....



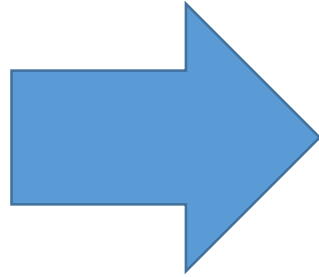
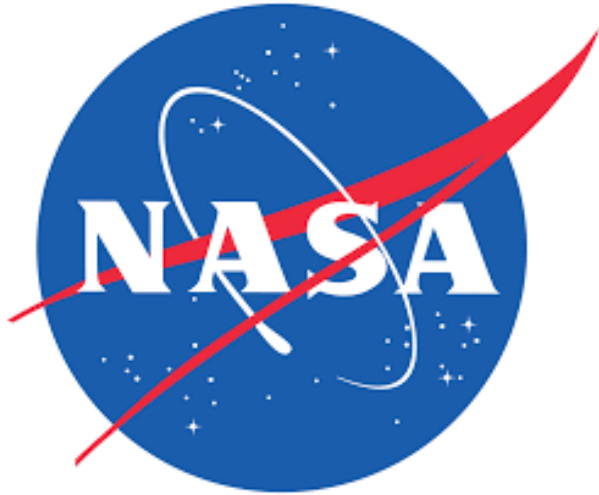
# Disruption can be good as it breeds....



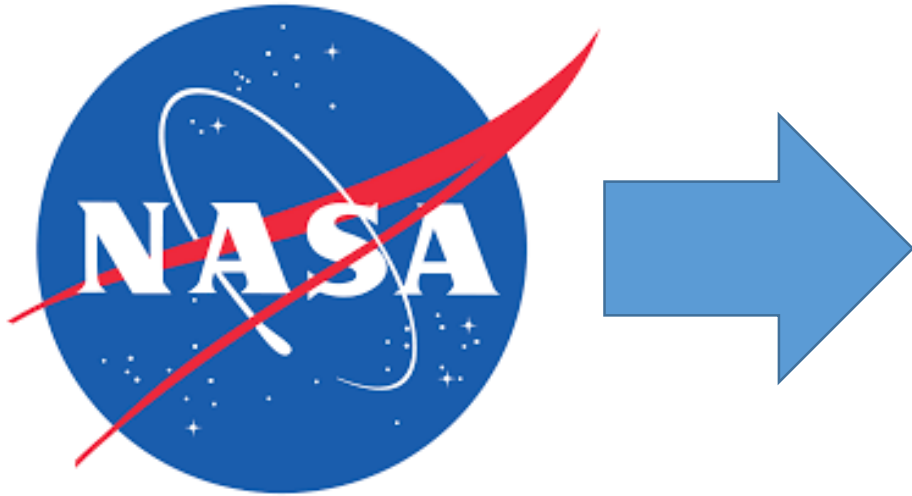
Challenges breed innovation....



# Challenges breed innovation....



# Challenges breed innovation....





# Challenges are good for your business....

**Gain market share**



**Factors of production can be cheaper**





# Challenges are good for your business....

**Return on investment can be higher**



**Can be agile and quick**



You are in a good position to  
innovate....



# Innovate....

1. Explore innovation in non obvious areas

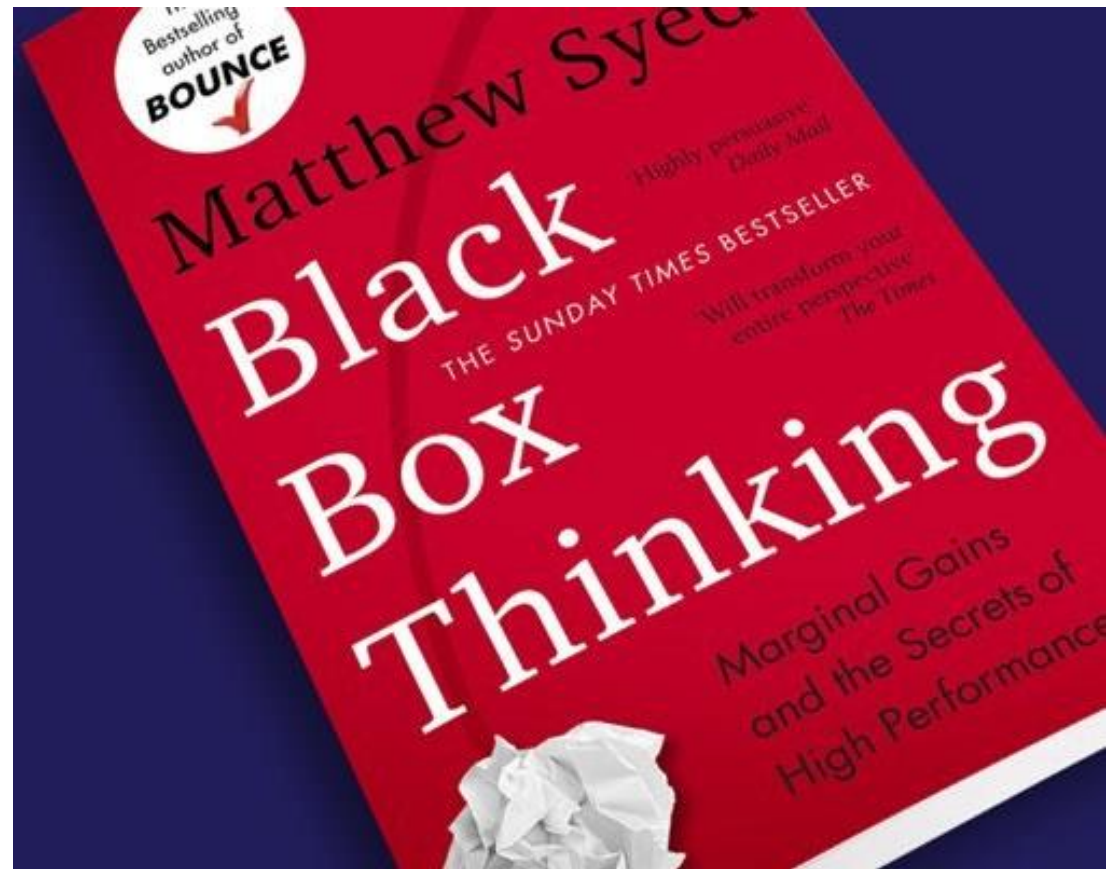
- Don't limit to market facing
- Explore innovation in product, processes or your strategy



# Innovate....

## 2. Explore accidental mistakes

- Not everything is intentional
- Look for innovation in mistakes





# Innovate....

## 3. Be dissatisfied

- Challenge
- Look for what's missing in your company
- Question
- Nothing of limits – even sacred cows



# Innovate....

4. Develop a blame free culture

- Experiment
- Be creative
- Be imaginative





# Innovate....

## 5. Use tools

- Kaizen
- Lean

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# Innovate....

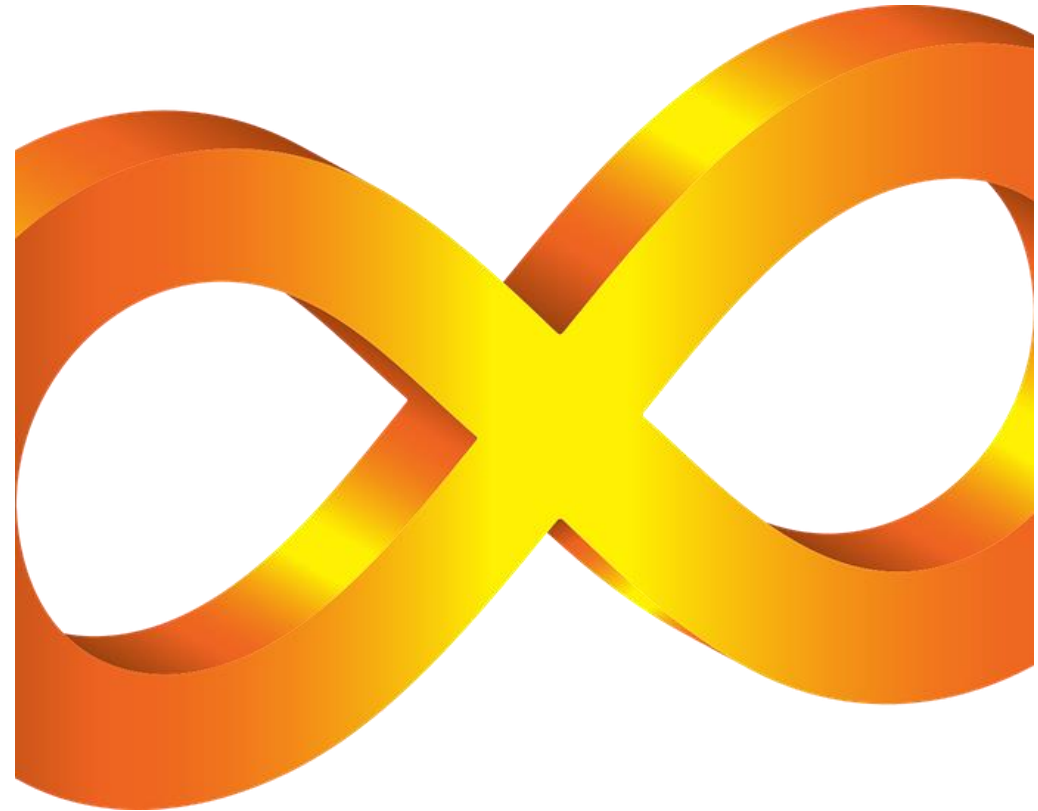
## 6. Reward



# Innovate....

7. Make it a continuous loop

- Involve everyone
- But select champions

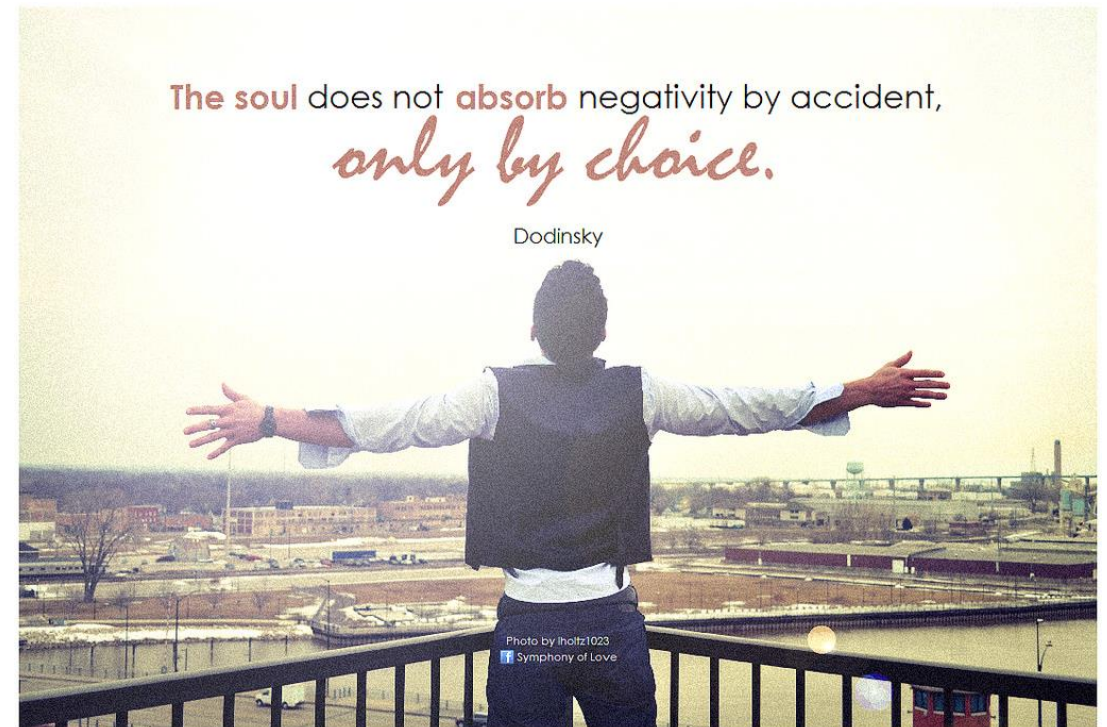


# Don't Stagnate....



# Here's how to stagnate....

1. We have never done it that way
2. We are not ready for that
3. We are doing OK without it
4. We have tried that once
5. It costs too much
6. That is not our responsibility
7. It will just not work





Go an innovate....

# Thanks for Listening

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