Innovation Challenges for Larger Corporations

By: Charles House
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Abstract:
In the midst of a ‘jobless recovery’ and ludicrous salaries and bonuses for financial wizardry, the question for Silicon Valley and indeed the nation is: what is happening to our job base? Some posit that we need a return to DARPA funding, others that we should limit H1-B visas, and still others decry outsourcing.

Three fundamental trends have altered the landscape irretrievably, trends that companies can choose to change or suffer the consequences. First is a fundamental shift from significant innovation to efficient business practice, second is a shift from customer needs contribution to marketable concepts, and third is increasing emphasis on tops-down strategies. At the same time, decentralized, off-shored and outsourced activities plus increasingly capable innovation centers across the globe skyrocketed.

House and co-author Ray Price just published an interpretive strategic book, The HP Phenomenon: Innovation and Business Transformation (Stanford Univ Press; Oct 2009. Examples from current high-tech situations as well as the book inform this provocative talk, which will be particularly relevant for designers seeking to make more impact on their company’s innovative process.

About the Speaker:

Chuck is executive director of Media X, Stanford University’s pre-eminent program on the Impact of Information Technology on Society. Long deeply involved with questions of technology’s effect on society, House is currently focused on the impact of social networking technologies, particularly distance learning and collaboration using multi-mediated Web networking. These studies complement a long-standing involvement with renewal business strategies and innovative techniques for medium and larger corporations.

Chuck has been a high-tech executive for forty years, with Intel, Dialogic, Veritas, Informix, and HP. House is a graduate of Caltech (BS Eng’g Phys ’62), Stanford (MS EE, ’64), University of Colorado (MA History of Science, ’70), and the Western Behavioral Science Program in management and strategic studies (MBA,
He is a past president of the Association for Computing Machinery (ACM), an ACM and an IEEE Fellow.

House has been on the Computer History Museum Board since 1990, and a Network Fellow for the Global Business Network since 1987. A member of the International Leadership Forum, House was for many years with the Council on Scientific Society Presidents (CSSP) in Washington D.C.

His contributions are noted widely:

- **Engineer of the Year, Electronics, 1977**
- **Computer Design Hall of Fame, 1984**
- **Intrapreneuring Honor Roll, 1985**
- **ASME International Leadership Award, 1986**
- **National “Wizards of Computing” 1997**
- **IEEE 3rd Millenium Achievement Award, 2000**
- **Hall of Fame, Electronic Design, 2002**