



EXECUTIVE  
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# Idea Diffusion – S-Curves and Rethinking Retirement



**Presenter**

Tim Kastelle

**Day** 31 May 2013

**Session** Ways of Thinking About Change

Why is the retirement age 65?

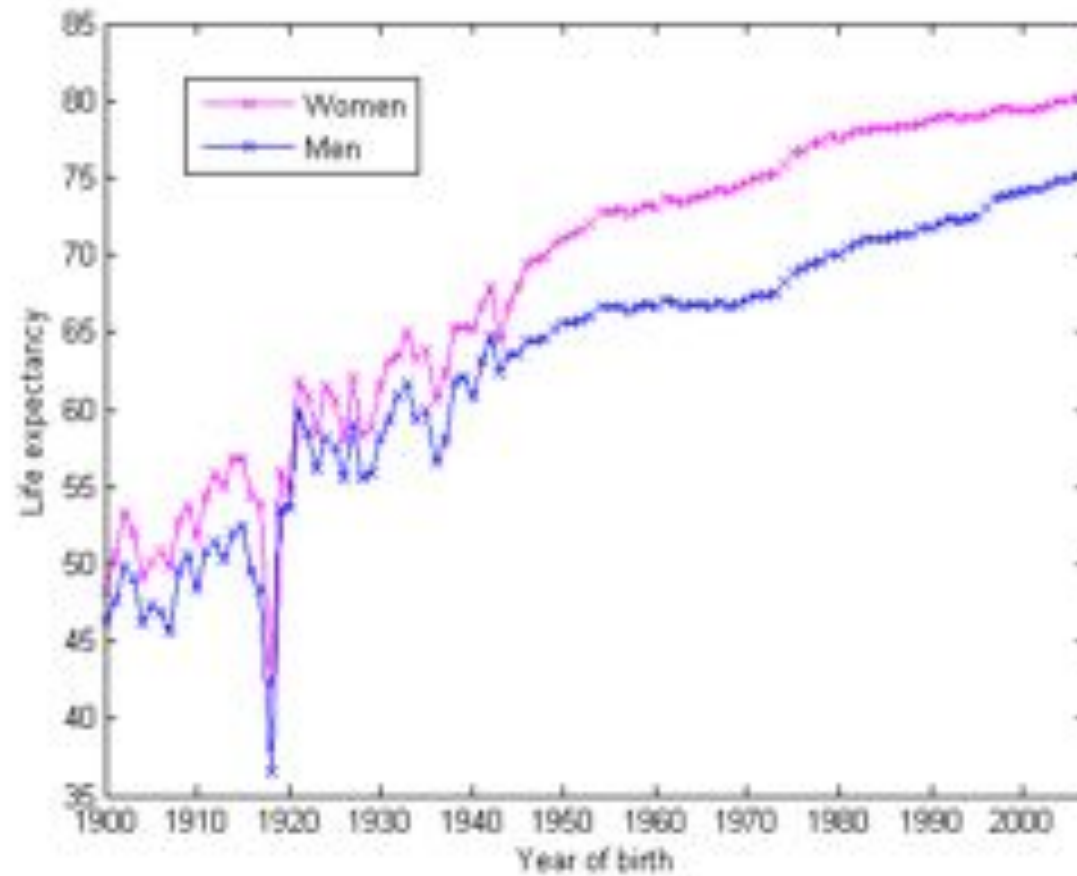




# Life Expectancy

- Germany 1880 – about 58 years (retirement age set at 65)
- US 1935 – about 62 years (retirement age set at 65 too)
- All the other countries that followed in the next decade <60 years

# Life Expectancy at Birth (US)



# Rational Design...

Arbitrary  
Decision + Inertia = Institution?

So how did we get here?



# Innovation!

What was the biggest  
innovation that drove this  
change in life expectancy?







# Medical Handwashing

- First suggested – 1840s
  - First evidence that it works – 1850s
  - Germ theory of disease – 1860s
  - First use in surgery – 1870s
- 
- In widespread use – 1920s

**Innovation always  
changes behaviour**

Mkt Penetration



0 -c T-1 X T-1/2 Time

# **New Ideas Spread Along an S-Curve**



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# Why an S-Curve?



# My original bio for this workshop

- “Tim Kastle studies, teaches, speaks, blogs and consults on the topic of innovation management at the UQ Business School.”



# Actual discussion

- “The bio might stand out a bit though as all the others are 100-150 words. I do love the minimalist approach but do you think you could stretch it out to 100 words?”
- “Standing out is the whole point!”
- “Sorry to say it but the powers that be beyond Nancy have requested you extend your bio. They had a look at the draft program and thought that it looked a little odd.”

# Reason 1: Hostility to new ideas



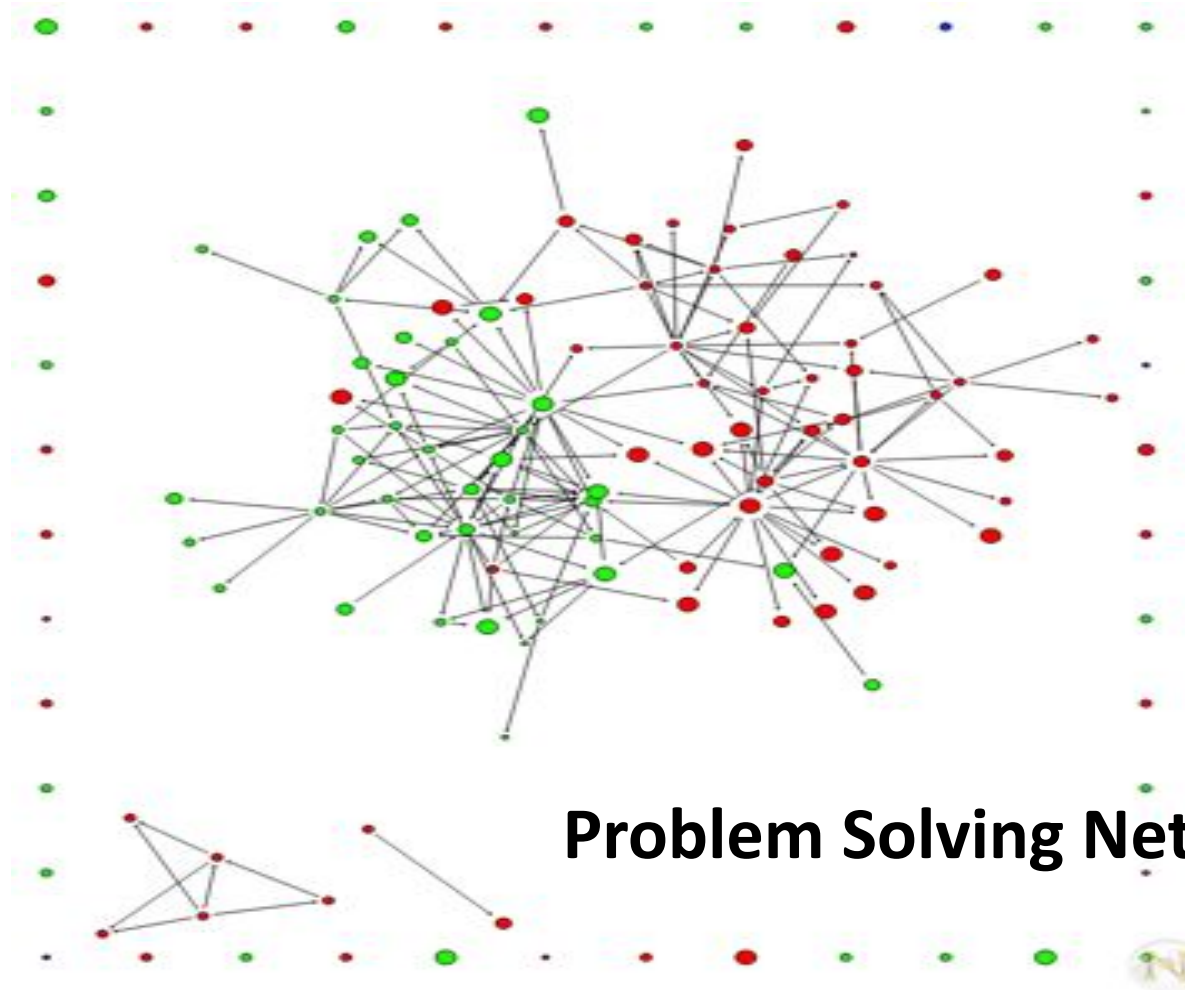
# Behavioural Drivers



## Reason 2: Competing Paradigms

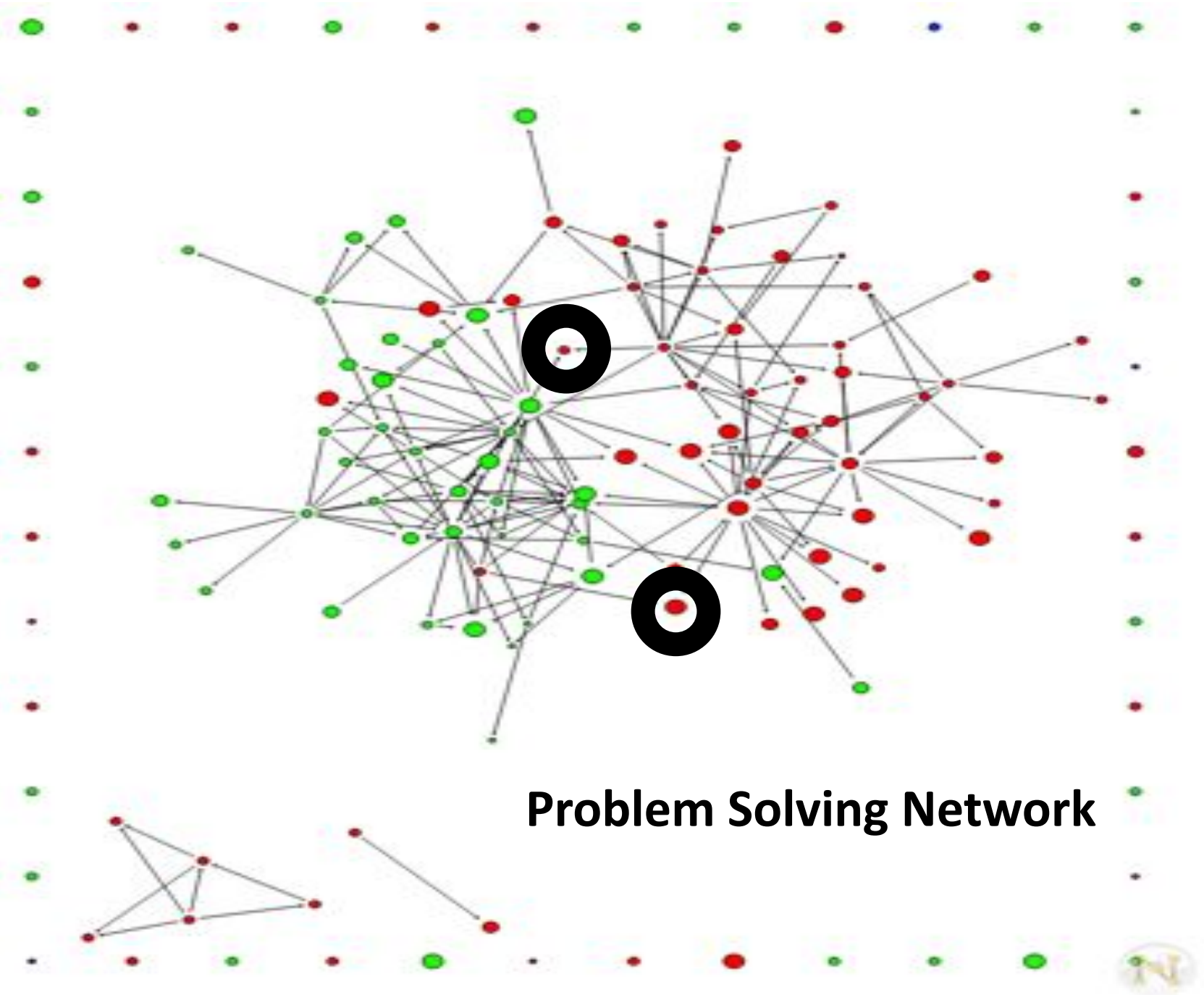


# Reason 3: Ideas Spread Through Networks



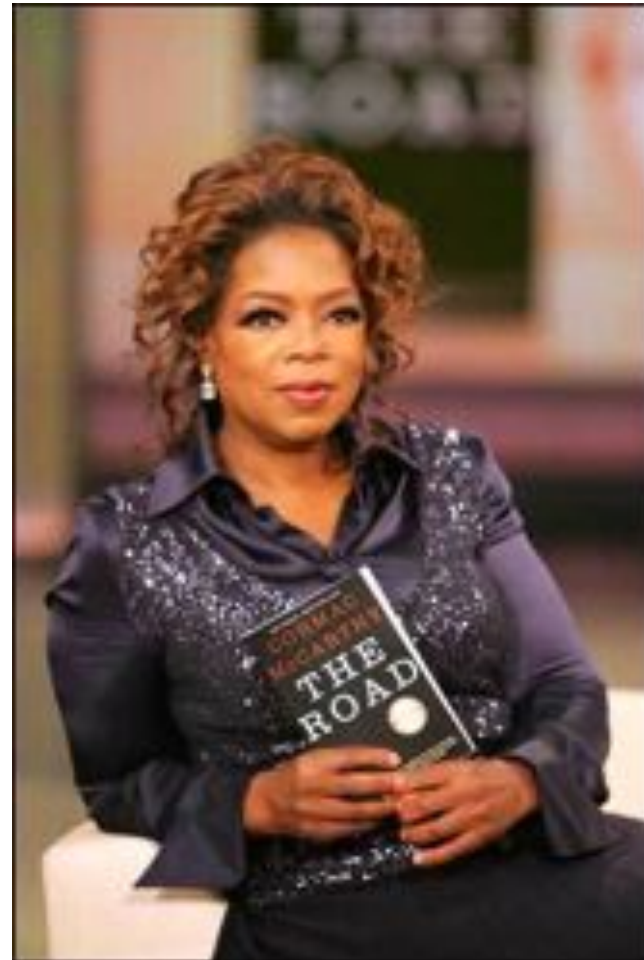
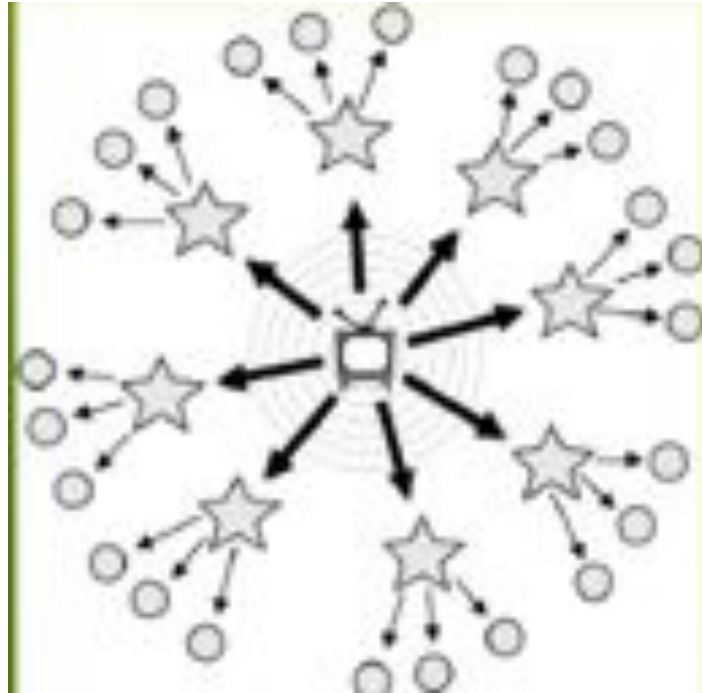
**Problem Solving Network**





# Problem Solving Network

# Hubs



# Everyone

SCHEMATIC OF NETWORK MODEL OF INFLUENCE





# Network Diffusion Issues

- Tempting to target hubs, but bridges more important
- How can we find bridges?
- Spread the idea widely – through diverse sources
- If  $A^*$  journals are hubs, what are bridges for us?



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Final thought:

New ideas about retirement will have to contend with all three diffusion issues



# Thank you!

The screenshot shows a blog post on the Innovation Leadership Network website. The header includes the site name and navigation links. The main content features four diagrams (Fig. 1-4) illustrating organizational change and innovation. Fig. 1 is titled 'Innovation Requires a Change in Behaviour' and shows a transition from a rigid structure to a more fluid one. Fig. 2 shows a diamond shape formed by lines labeled 'b', 'c', 'd', and 'e'. Fig. 3 shows four vertical lines labeled 'a', 'b', 'c', and 'd'. Fig. 4 shows a sequence of lines labeled 'a' through 'g' that form a more complex, interconnected structure. The article title is 'Why the Future of Innovation is Open' by Ralph-Christian, dated 14 September 2012. A sidebar on the right lists other recent posts.

**Innovation Leadership Network**  
Innovation moves that transform your organisation

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**Fig. 1.**  
**Innovation Requires a Change in Behaviour**

**Fig. 2.**

**Fig. 3.**

**Fig. 4.**

**Why the Future of Innovation is Open**  
by Ralph-Christian on 14 September 2012 in business models, Innovation, Innovation structure, networks (EdEd)

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