R&I System Transformation
Start with “The Who”

Dr. Daria Tataj
Founder & CEO, Tataj Innovation
Member ESIR Group at the DG RTD
Agenda

1. A resilient Europe, a better world
2. Start with “The Who”
3. The Network IQ of your e-Team
4. Who transforms the R&I system
5. Get inspired
6. Thank you
A resilient Europe, a better world

Shared challenges >>> Emergency action >>> Systemic transformation
A resilient Europe, a better world

- Co-create a shared **vision of a sustainable Europe** 2050
- Re-**connect R&I with the society** through engagement and dialogue, governance and fiscal policy, protection of rights and reduction of inequality
- Implement Horizon Europe in a way that facilitates **on-the-ground experimentation** through creative procurement policies, and through the transition to greener and sustainable solutions for energy and industry
- Optimise **digitalisation and AI** for citizens
- Foster **resilient cities and rural communities** through new models of innovation ecosystems as safety nets for the future
Start with “The Who”

Who has the skills and the mindset to transform the system and lead change?
The Who?

Shared Purpose

Ecosystem

e-Team
The Network IQ of an e-Team

Shared purpose - a common mission of an innovation community.

Network IQ - ability to achieve a shared purpose through virtual teamwork across high-performance innovation ecosystems.

e-Team - virtual team working across organizational boundaries with a significant autonomy to self-organise.

Ecosystem - a socio-economic system based on interconnected communication networks.
What is Network Thinking

Step 1
Design a Purpose - Network - Fit strategy

Step 2
Expand your network in Key Communities

Step 3
Engage with "The Right People"

Step 4
Connect the dots

Step 5
Leverage online communication

Step 6
Collaborate with diverse stakeholders

Step 7
Influence the ecosystem

Ecosystem

Shared Purpose

Orchestrator

Influencer

Strategist

Networker

e-Team
Get inspired
The challenge

Strengthen partnerships, build a strong digital brand and culture.

TU/e is an innovation powerhouse in an ecosystem of 10,000+ tech companies from the Brainport region, The Netherlands.

“The see an opportunity in Tataj Innovation approach to radically accelerate the speed of creating partnerships, strengthening our international brand and building vibrant innovation communities.”

Steef Blok, Director Innovation Lab, TU/e Eindhoven University of Technology

The impact

+70%

Trust more each other

+8.4%

Changed their mindset

Team Network IQ Increase
Eindhoven Engine is a company funded by partners from the Knowledge Triangle TU/e, TNO, Fontys, Brainport Development Agency, VDL, ASML, Signify, Philips, NXP, NTS. It invests in deep tech projects with high impact and commercialisation potential.

Maarten Steinbuch
Scientific Director Eindhoven Engine, Founder Eindhoven Medical Robotics

"I was impressed by her vision on progressing human interactions and innovations in the decade to come. She motivates me and gives me inspiration to rethink our branding strategy, and she helps us finding new ways to accelerate innovations utilizing our networks. Also now with Eindhoven Engine we are happy to be able to work with her, and I hope we can together shape further thoughts on the 4th generation university."

Purpose: Disrupt Brainport ecosystem

The impact

+74%

Changed their mindset
Learnt to work across silos
Developed new partnerships
Improved digital brand

+14%

Team Network IQ Increase
Who transforms R&I system

<table>
<thead>
<tr>
<th>Role</th>
<th>Focus Area</th>
<th>Description</th>
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<tbody>
<tr>
<td>CEO</td>
<td>Growth</td>
<td>You want to strengthen your partnerships, build a strong digital brand and culture.</td>
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<tr>
<td>Manager</td>
<td>Skills for future</td>
<td>You want to improve the performance of your virtual teams.</td>
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<tr>
<td>R&amp;I Professional</td>
<td>Innovation</td>
<td>You want your team and partners to bring a positive impact together.</td>
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Who transforms R&I system

Network IQ Index

Your Purpose

The Right Person

Purpose-Network Fit
Mapping your Network Strategy

You have no direct connection to this community

Members of this community do not share Your Purpose

Key Community - members of this community share Your Purpose
Who transforms R&I system

Step 1
Design a Purpose - Network - Fit strategy

Step 2
Expand your network in Key Communities

Step 3
Engage with “The Right People”

Step 4
Connect the dots

Step 5
Leverage online and face-to-face communication

Step 6
Collaborate with diverse stakeholders

Step 7
Influence the ecosystem

Re-evaluate shared purpose
Thank you