

Who am I?

Lars Simonsen

“I don't think that we are ready for this”

I have heard this statement many times during my career, and it has, I think, way too often, been said immediately after I or one of my professional and competent colleagues approached a supervisor or leader with a new idea that could improve some aspect of the operation. The message has always been clear - concentrate on your specific tasks and don't waste time on dreaming.

Ok, so I have attended to my tasks, first as geologist for many years and later in various manager functions. All of it as employee in companies and institutions related to the Danish oil industry.

During those years of attending to my tasks, I did however never stop wondering about and observing the fate of new – sometimes, radically new - ideas that people brought forward. And what I observed was generally not encouraging. The typical fate of new ideas in mature industries as the oil industry is, that unless the idea latches directly onto the existing technology and approach, it generally ends up in a drawer somewhere, resulting in slow technological development and much frustration among employees who feel that they could help.

Some ten years ago, I acquired a master's degree in Innovation management, and taking offset in that, most of my professional activities have since centered around innovation and innovation management. Notably, I have focused on making way for those unwanted radical ideas that, with the right nourishment, could develop into true gamechangers.



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