

# WAVES OF INNOVATION ARE GETTING SHORTER

Over the last 400 years, major industry-changing innovations have arrived in long waves. The first wave lasted 180 years. The next one is expected to last 20-25 years. Part of the reason waves are getting shorter is that products are taking significantly less time to gain widespread adoption.

## Scientific-technical revolution

Air-industry, nuclear industry, astronautics, synthetic materials, oil industry, cybernetics

## Information and telecommunications revolution

Telecommunications, cybernetics, informatics, internet

## Post-information technological revolution

Biomedicine, nanotechnology, alternative fuel systems

1940

1985

2015

2035

In this increasingly volatile climate, companies must learn how to be more adaptive to sudden changes in design processes, value networks, customer needs and more. The risks are greater than ever before, but so are the rewards. The company with these adaptive capabilities is poised to reinvent the market. This increasingly volatile climate exposes high-tech companies to opportunities and threats that can happen at any time. To ride the waves of transformation, they need to adapt the ways they engage with customers, create products and orchestrate their value network.