

# Forum on Innovation in Geotechnical Engineering Research, Practice & Education

INTRODUCTORY SLIDES

by Session Co-Chairs:

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Paris, France

THE 18<sup>TH</sup> INTERNATIONAL CONFERENCE ON SOIL  
MECHANICS AND GEOTECHNICAL ENGINEERING

→ September 2-6, 2013

French Society  
for Soil Mechanics and  
Geotechnical Engineering



International Society  
for Soil Mechanics and  
Geotechnical Engineering



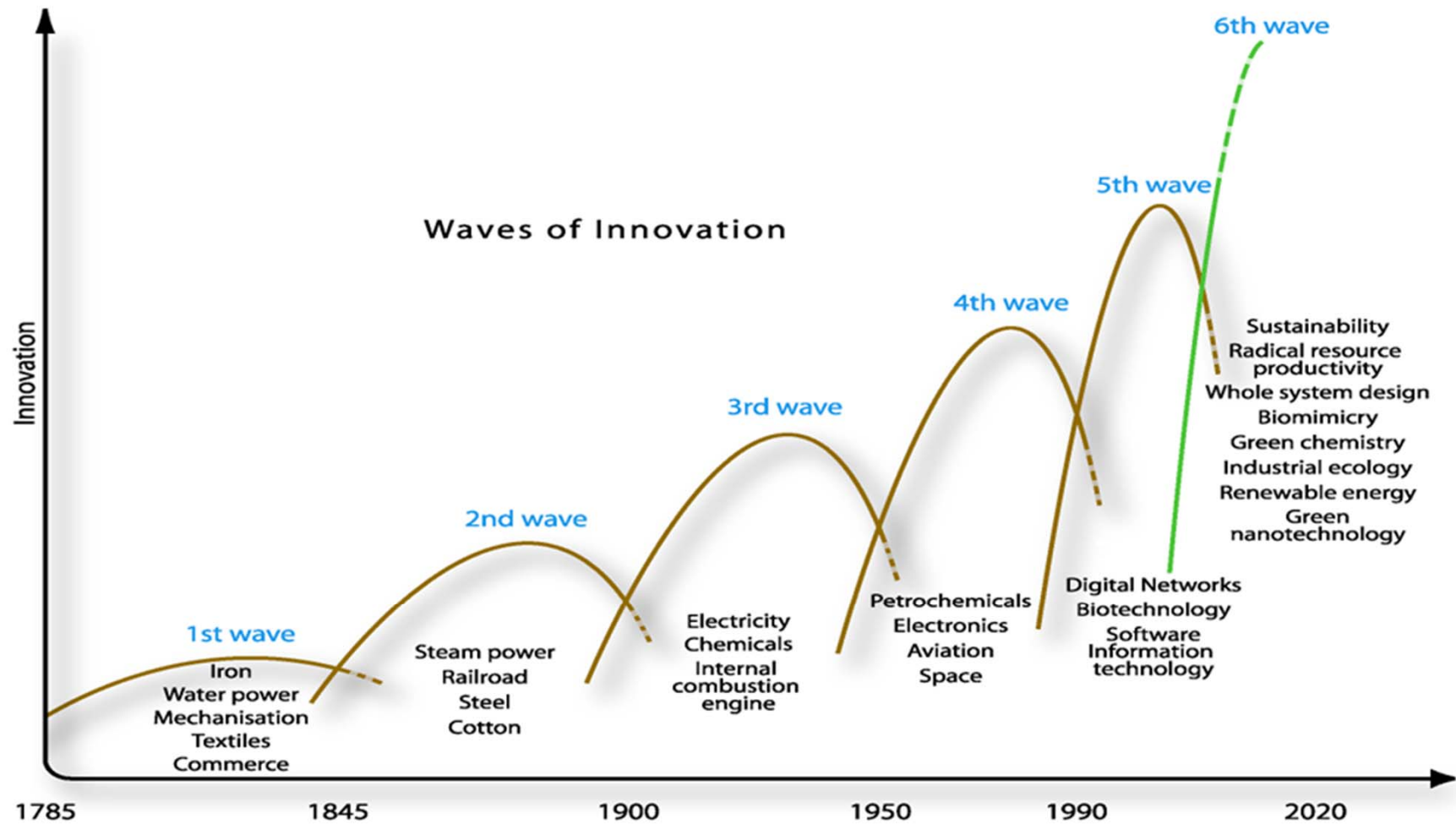
CHALLENGES & INNOVATIONS IN GEOTECHNICS

*“For most of human civilization, the pace of innovation has been so slow that a generation might pass before a discovery would influence your life, culture or the conduct of nations.”*

Neil deGrasse Tyson

NOT ANYMORE!

*Innovation is the central issue in economic prosperity.*  
**Michael Porter, Harvard Business School**



Source: The Natural Edge Project  
The Natural Advantage of Nations (Vol.I): Business Opportunities, Innovation and Governance in the 21<sup>st</sup> Century  
<http://www.naturaledgeproject.net/>



**"If you're not riding the wave of change...  
you'll find yourself beneath it"**



**A Profession that does not innovate is destined  
to become a commodity**



# CHANGE

IT'S A SHORT TRIP FROM RIDING THE WAVES OF CHANGE TO  
BEING TORN APART BY THE JAWS OF DEFEAT.

[www.despair.com](http://www.despair.com)

*“Innovation is hard. It really is. Because most people don't get it. Remember, the automobile, the airplane, the telephone, these were all considered toys at their introduction because they had no constituency. They were too new.”*

Nolan Bushnell



**EDUCATION**

**RESEARCH**

**CONSULTING**

**CONSTRUCTION**



# QUESTIONS TO INVITED SPEAKERS

- What are the Barriers for geo-Innovation? How do we overcome them?
- What are the Opportunities for geo-Innovation? Do you see specific areas representing a great opportunity for innovation and the future of the Profession?
- What are the strategies to promote geo-innovation at the research, practice or education?

# Outline of Session

- Four 8-min (!) presentations from invited speakers
  - Representing the four pillars of our profession (education, research, consulting, construction)
- Discussion from the floor
  - Please tell us what you think!
  - Please tell us what you think what needs to be done!
  - We will be taking notes (and action)!