

**FROM
THE GREEN
NOTEBOOK**

THE PODCAST

jHUB
ADVANTAGE THROUGH INNOVATION

“Just because it’s common sense, doesn’t mean it’s common practice. And just because it’s simple, doesn’t mean it’s easy. It’s the discipline to do the basics outstandingly well that makes the difference.”

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LTC HENRY WILLI
Officer in the Parachute Regiment and Former jHub Commander

UK Army Officer Henry Willi shares his insights on innovation based on his operational experience and from his time as commander of the [jHub](#), the official innovation hub for the UK’s Strategic Command. He explains why your network is your net worth and how they enable people and organizations to think differently. Joe and Henry also discuss how leadership and culture play critical roles in fostering innovation.

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About Henry

Henry commissioned into the 1st Bn The Parachute Regiment in 2004. He has a vast operational history that includes counterterrorism operations in the Middle East. Recently, he deployed to Kabul as Chief of Defence Staff's Liaison Officer to the commander of NATO's Resolute Support Mission, General Scott Miller.

He has pursued a number of unconventional opportunities. He was seconded to Google for a year to understand what Defence might learn from a world-class innovative company, helped General Sir Chris Deverell set up Strategic Command's innovation unit - the jHub, and in 2019 joined the Army's Advanced Development Program, which teaches data driven, McKinsey business skills.

He is currently studying for an MBA, is a Forward Institute Fellow, and co-producer of the podcast, [Reimagining Defence](#).

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