Unleashing Creativity, Fostering Innovation

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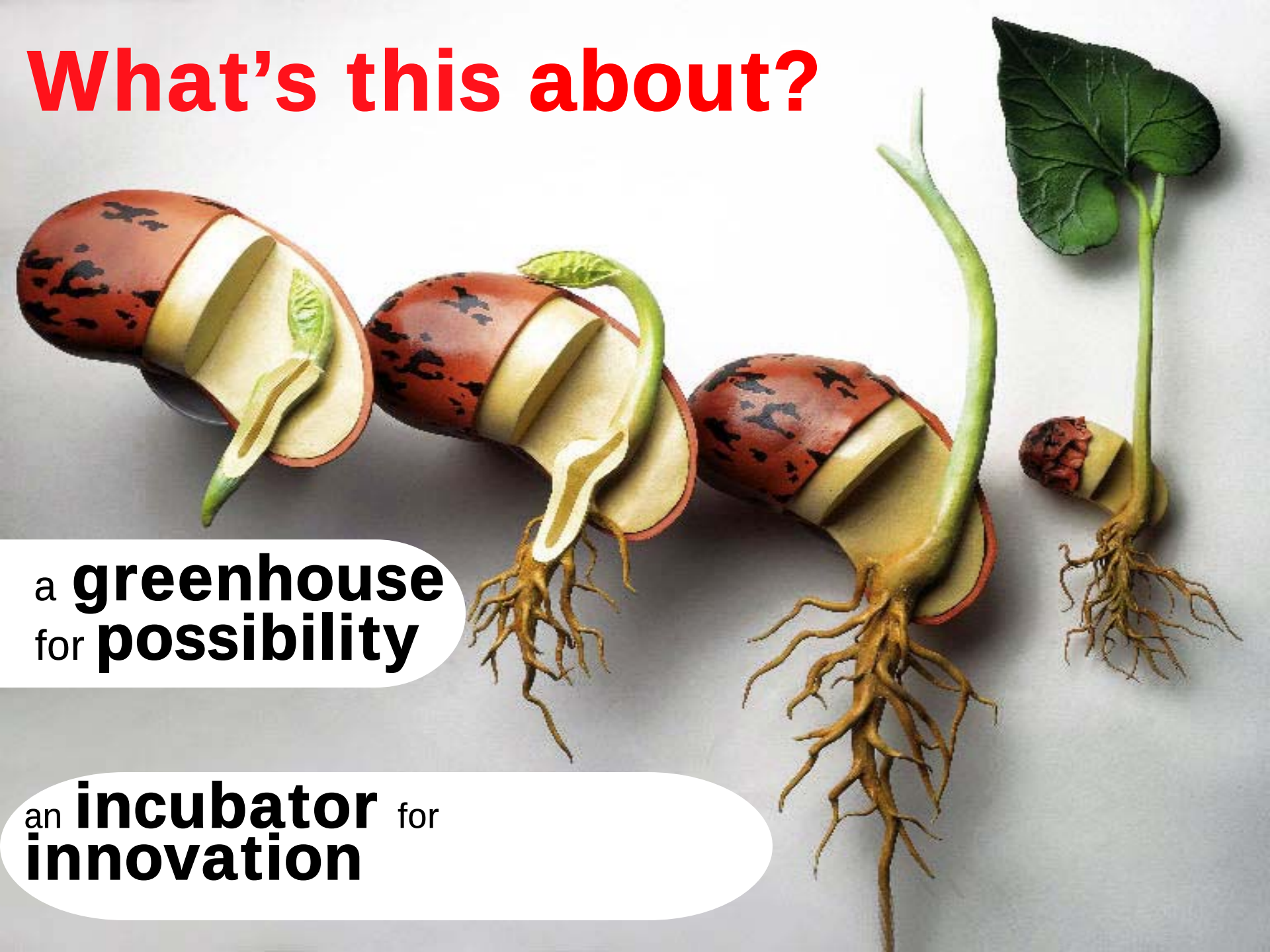
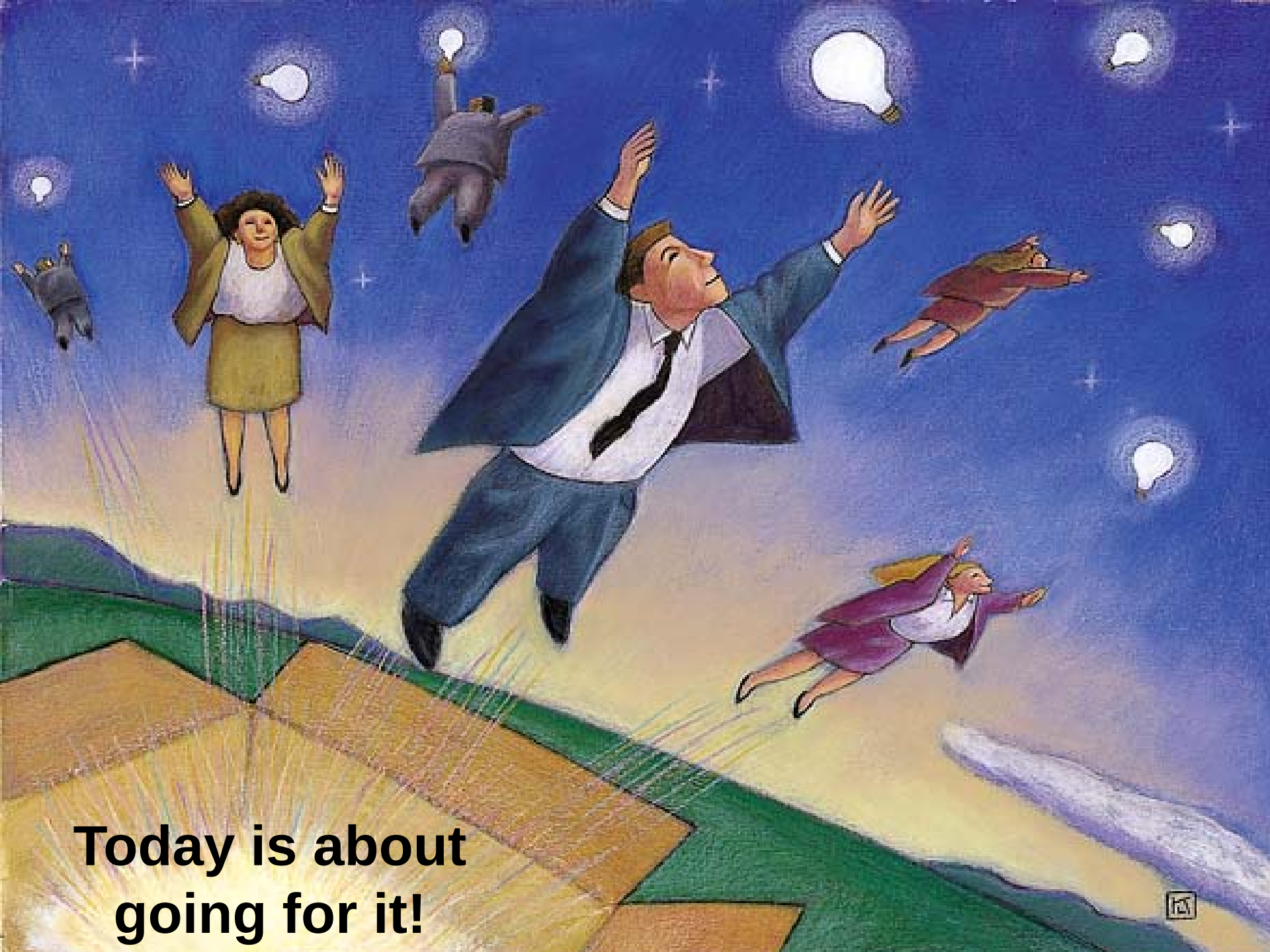
What's this about?



a **greenhouse** for **possibility**

an **incubator** for **innovation**


Today is about
going for it!

Human beings are most

CREATIVE at the age of five.

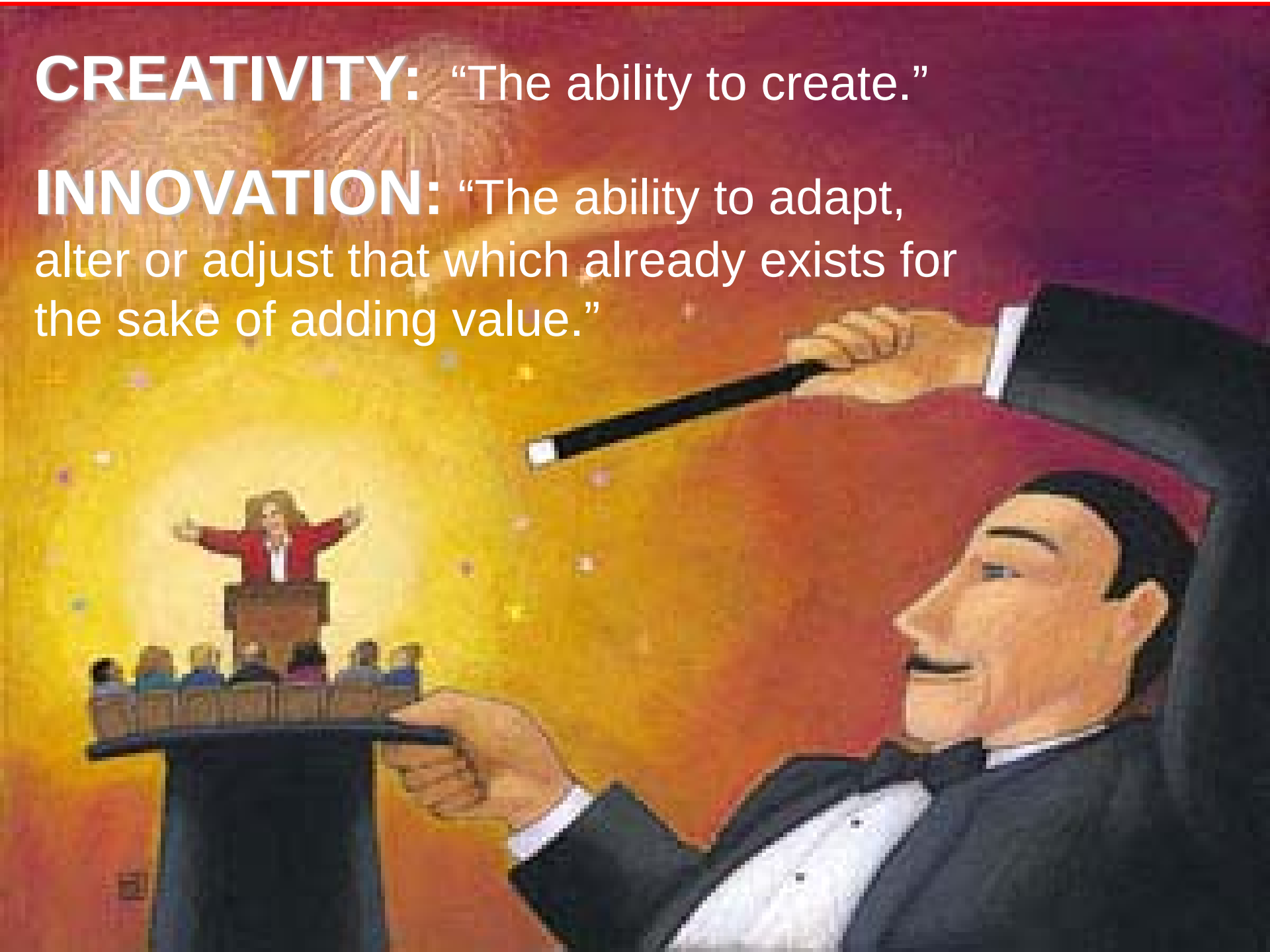
What happened?

The Society for the Prevention of Creativity for Adults

- **S**ocialization
- **P**rogramming
- **C**onditioning
- **A**cculturation

CREATIVITY: "The ability to create."

INNOVATION: "The ability to adapt, alter or adjust that which already exists for the sake of adding value."



Innovation isn’t always about breakthrough.

But it is about the process of breaking from the past.

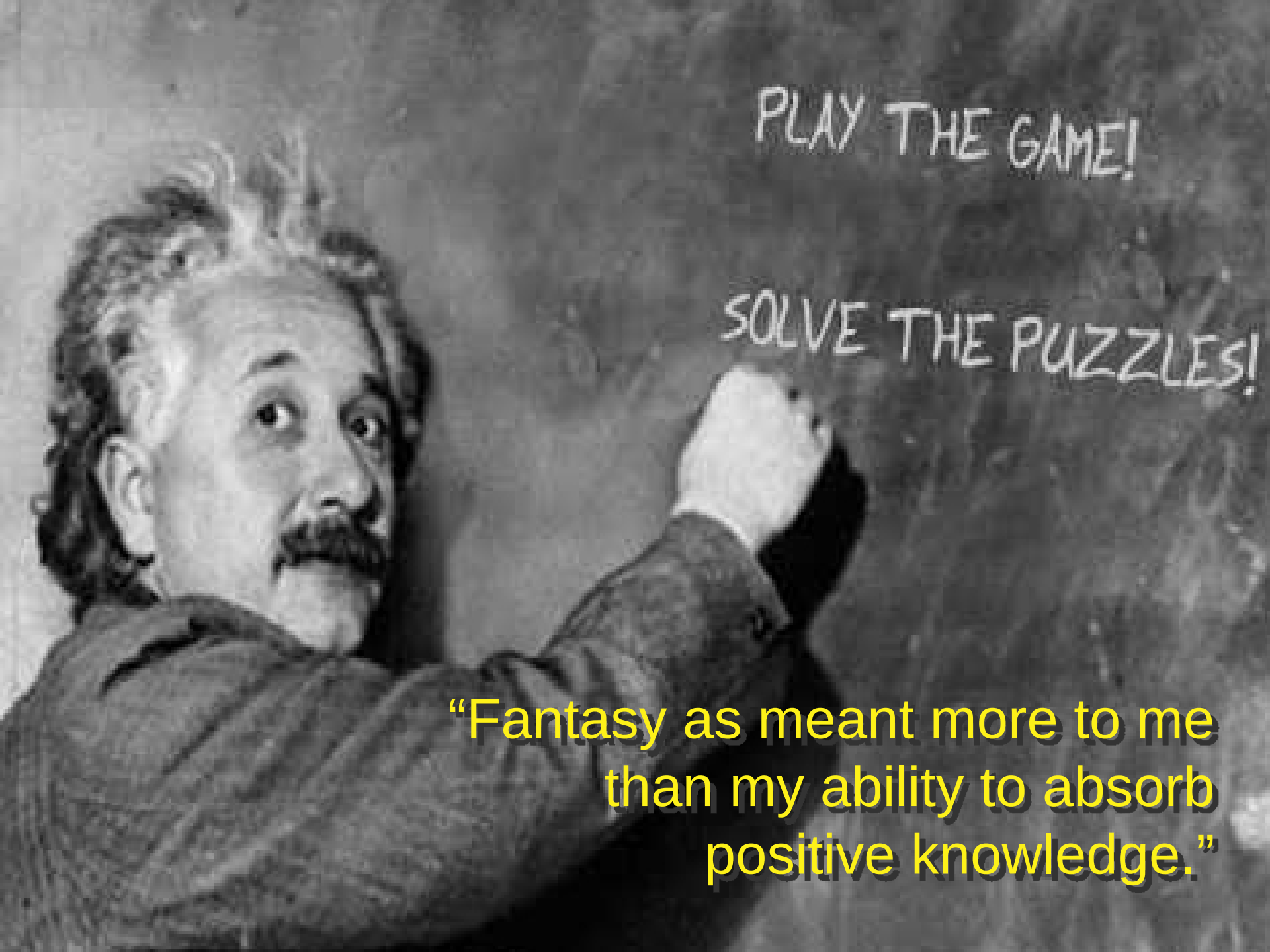
“The biggest room in the world is the room for improvement.”

“No idea is so outlandish that it should not be considered.”

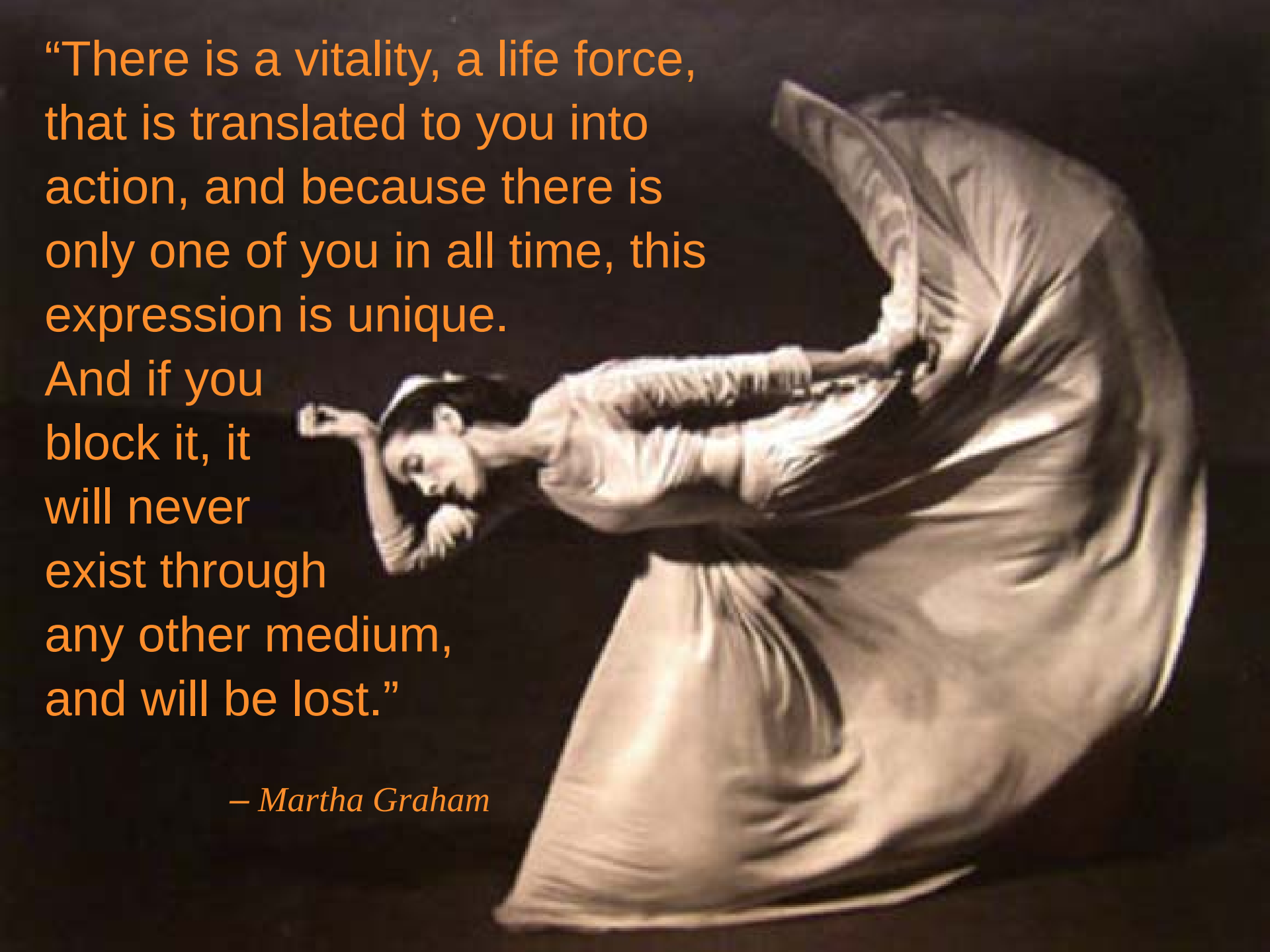
— *Winston Churchill*

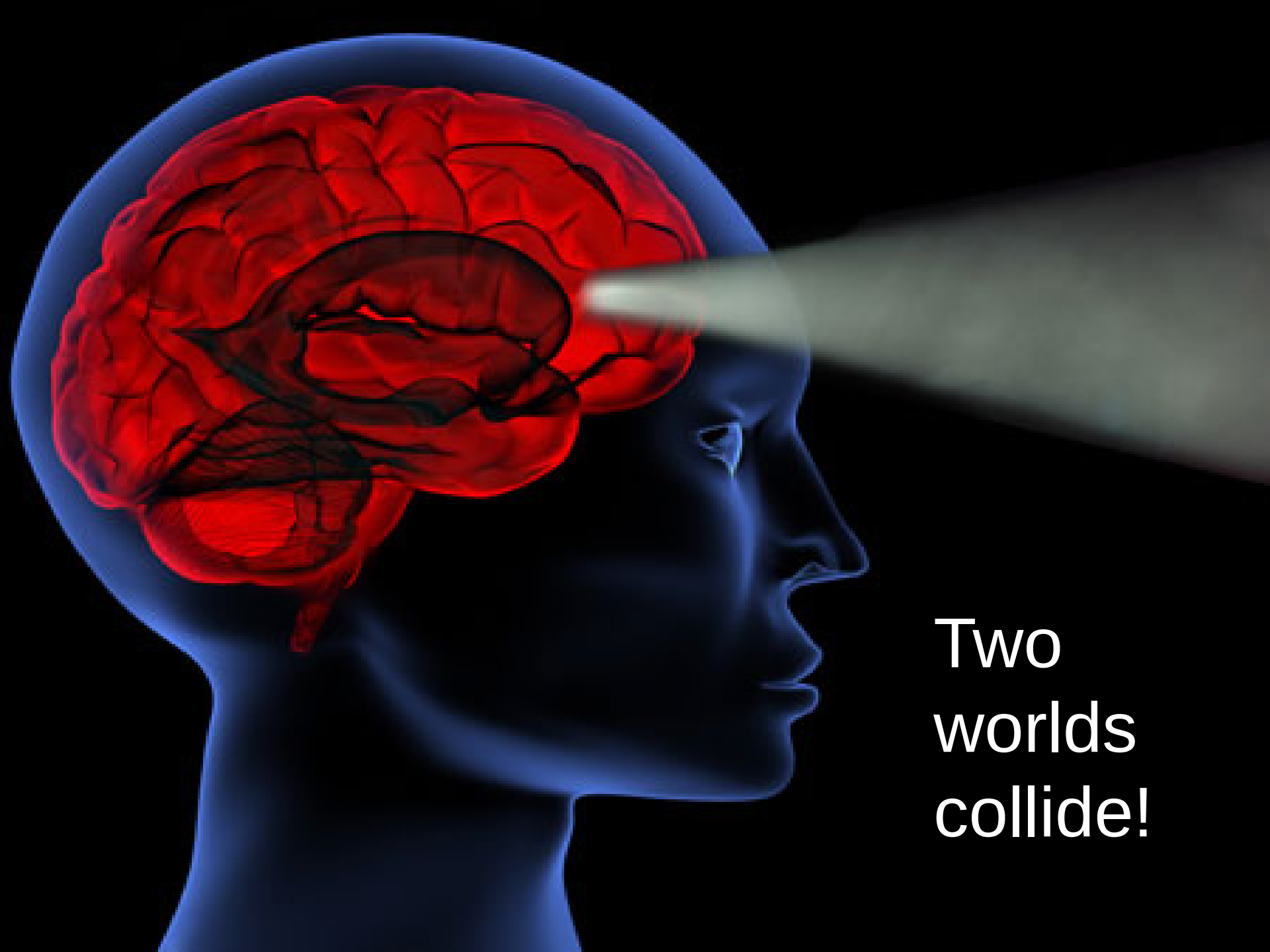
“I want to put a ding in the universe.”

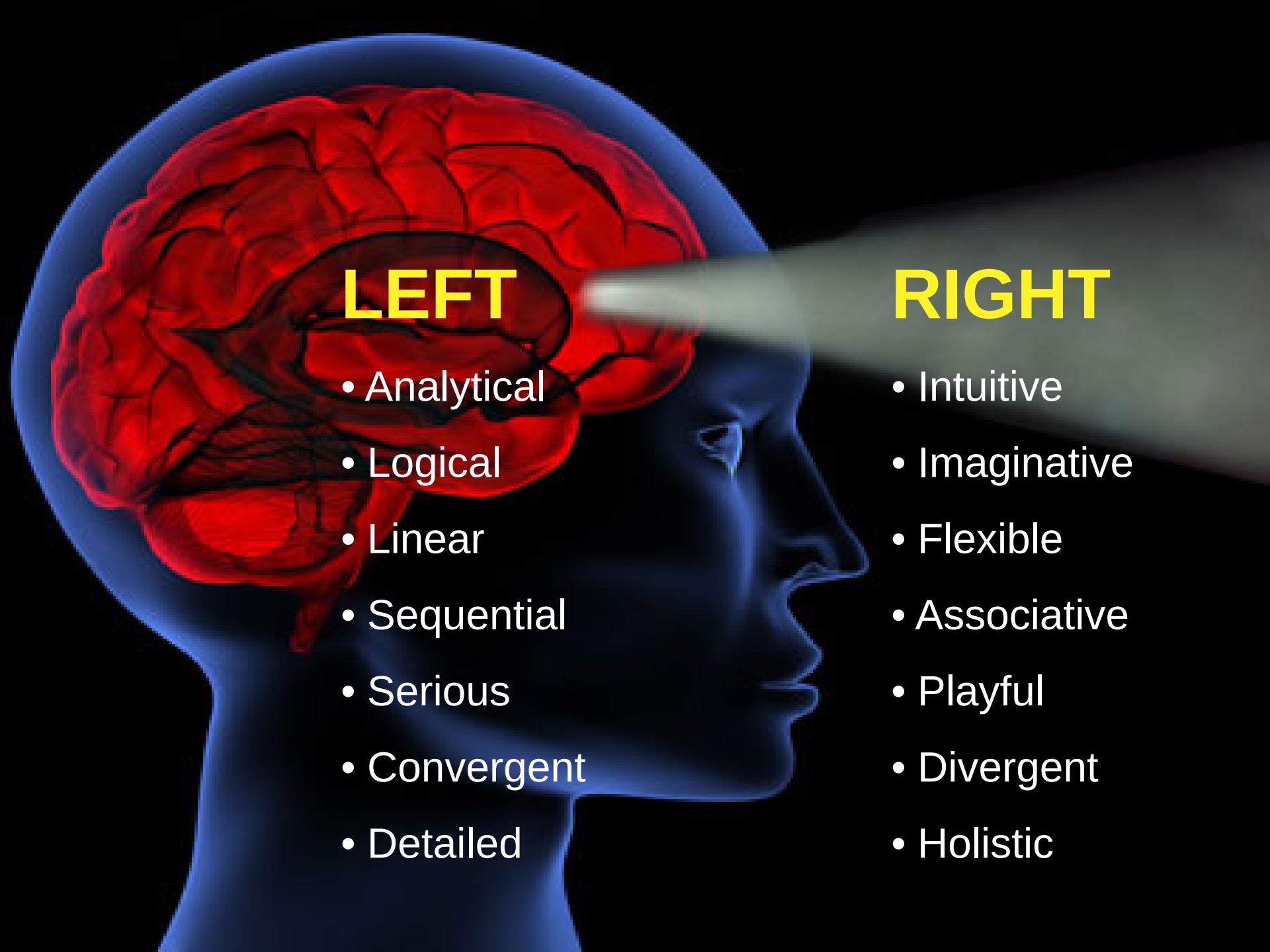
- Steve Jobs

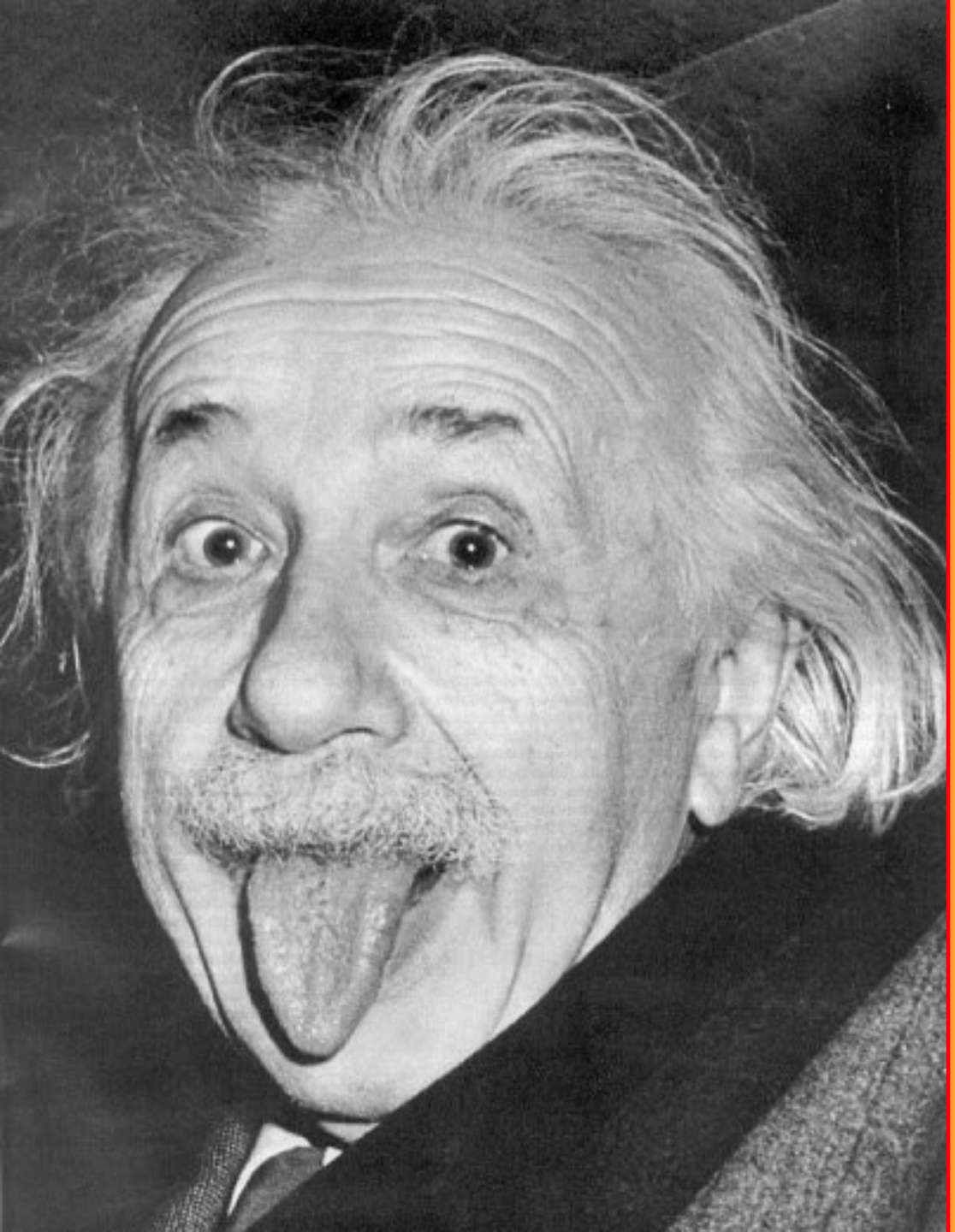


"Fantasy as meant more to me than my ability to absorb positive knowledge."


“There is a vitality, a life force, that is translated to you into action, and because there is only one of you in all time, this expression is unique. And if you block it, it will never exist through any other medium, and will be lost.”
– Martha Graham


Two
worlds
collide!

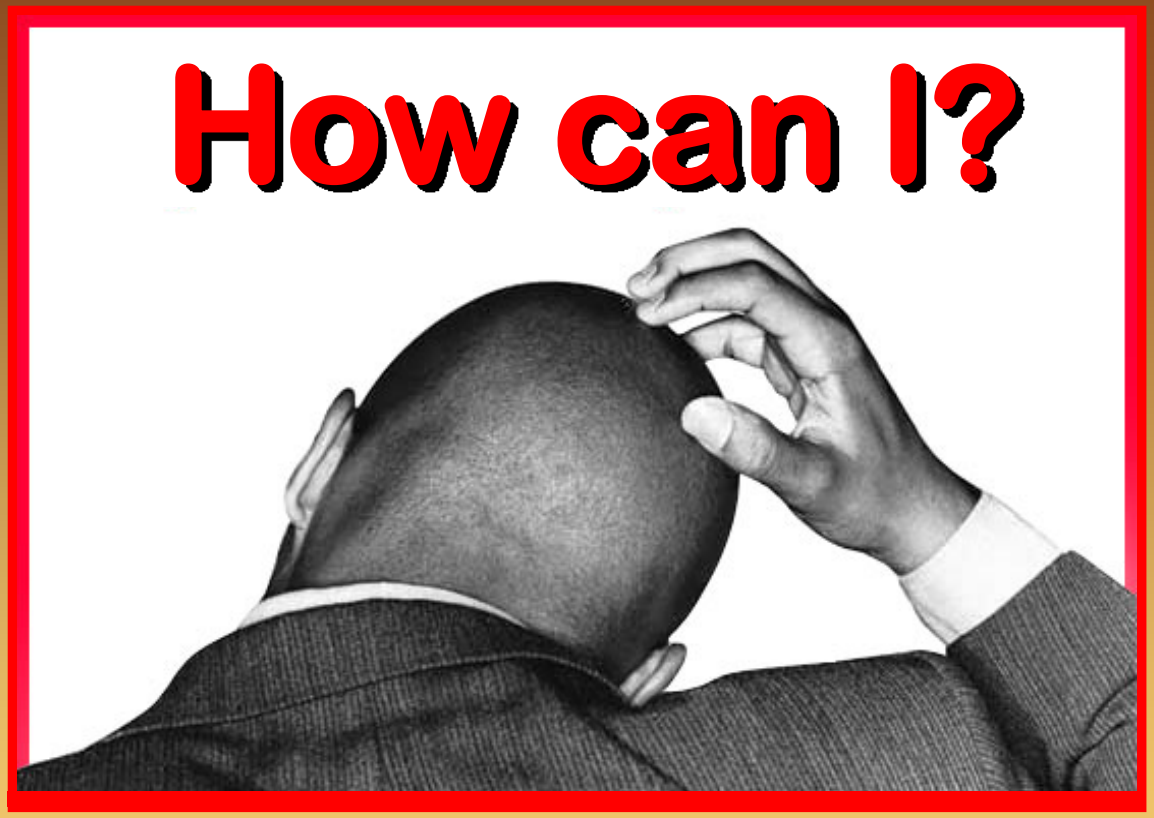

LEFT
• Analytical
• Logical
• Linear
• Sequential
• Serious
• Convergent
• Detailed
RIGHT
• Intuitive
• Imaginative
• Flexible
• Associative
• Playful
• Divergent
• Holistic



“Not everything that can be counted, counts; not everything that counts can be counted.”

Your Challenge?

Balance the need for efficiency
with the need for creativity



(Something you are intrinsically motivated to do)

What is the **upside** of meeting your challenge?

For **YOU**… For **NIH**… For the **WORLD**?

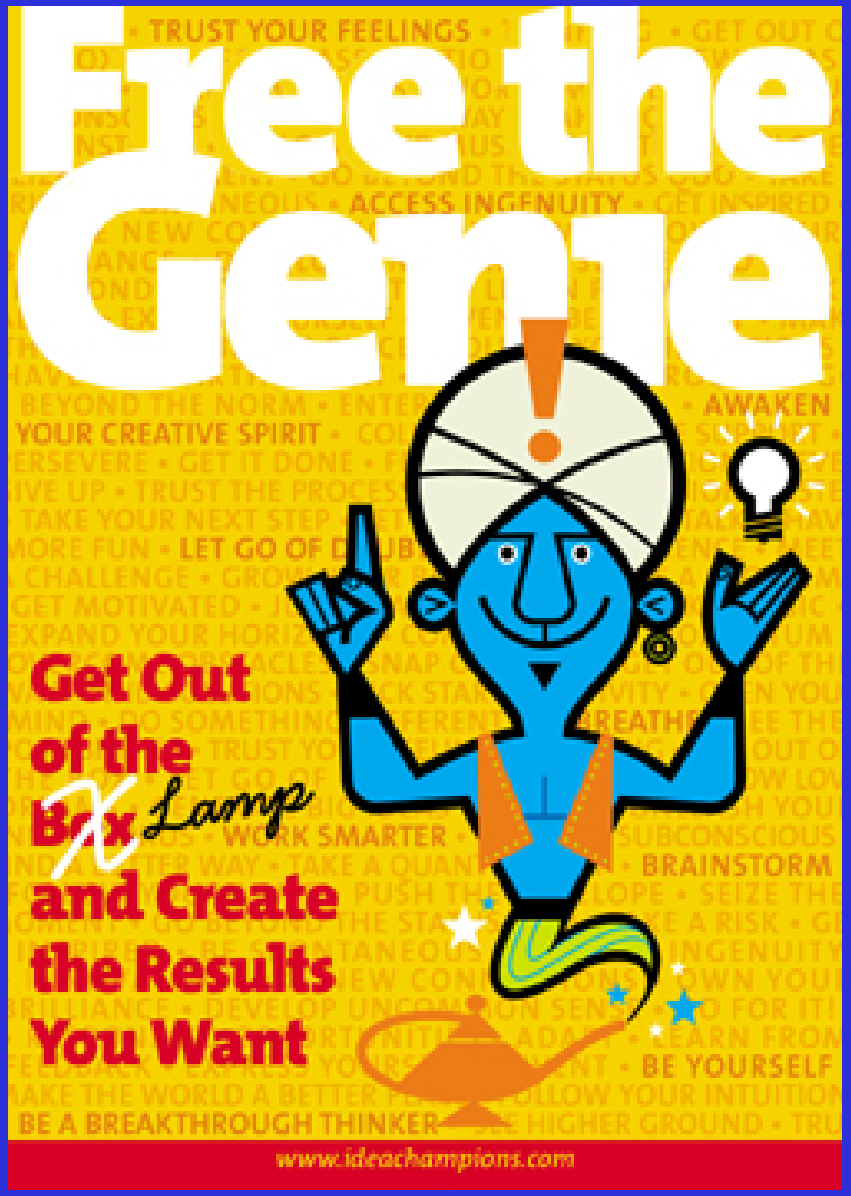
“The best way to get a good idea is to get lots of ideas and throw the bad ones away.”

- Linus Pauling

OPEN

the floodgates!

In the next five minutes, jot down as many ideas as you can think of in response to your “How can I” question



What new ideas or insights does your card spark about your "How can I" question?

Idea Killer Statements

1. “We’ve tried that already.”
2. “It’s not in the budget.”
3. “Legal won’t go for it.”
4. “It’s not the NIH way.”
5. “I need more data.”
6. “Why don’t you form a committee?”
7. “That’s the stupidest thing I ever heard.”

Likes

Concerns

Suggestions

CULTURE

"A set of shared goals, values, and behaviors that allows people and the enterprise to grow in a healthy, sustainable way."

WHAT

Vision

How can you help your team conceive and embrace a vision of success?

Freedom

How can you give yourself and others more room to create?

How can you take more responsibility for results?

Creativity

What can you do to stimulate bold, new ideas and approaches?

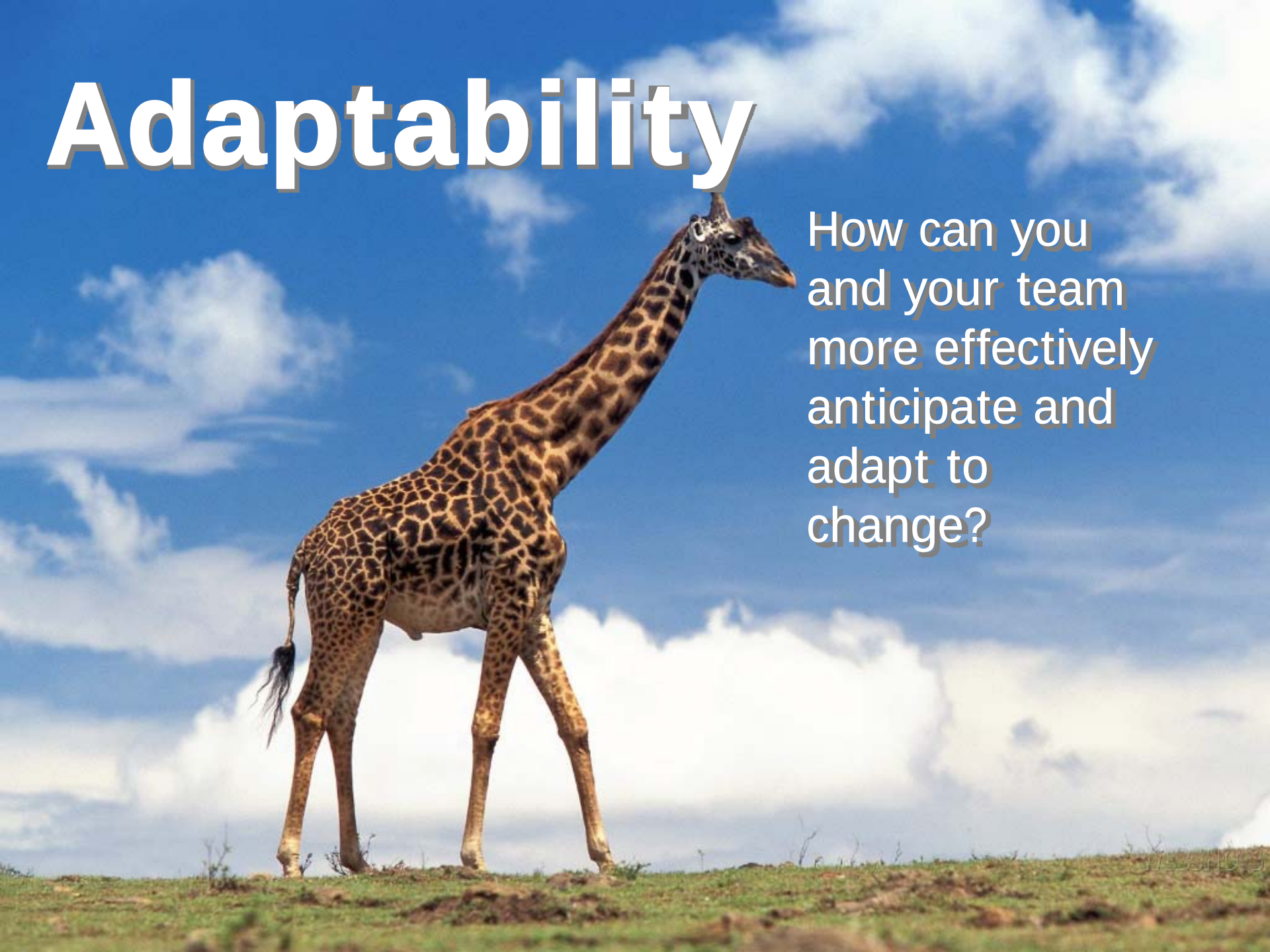
Collaboration

How can you create an environment where cooperation and teamwork flourish?

Appreciation

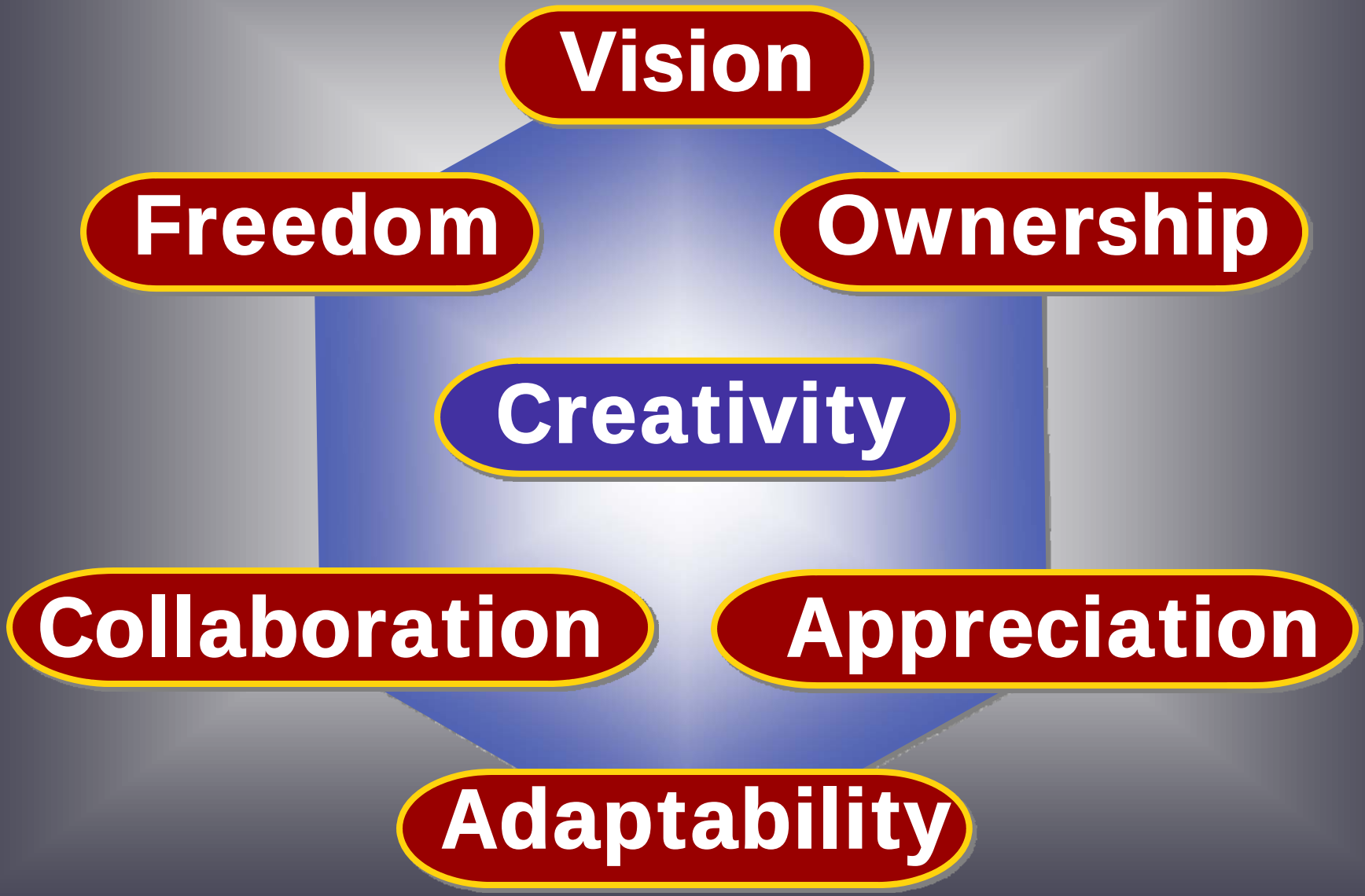
In what ways can you more actively acknowledge your team for their efforts, commitment, and successes?

Adaptability



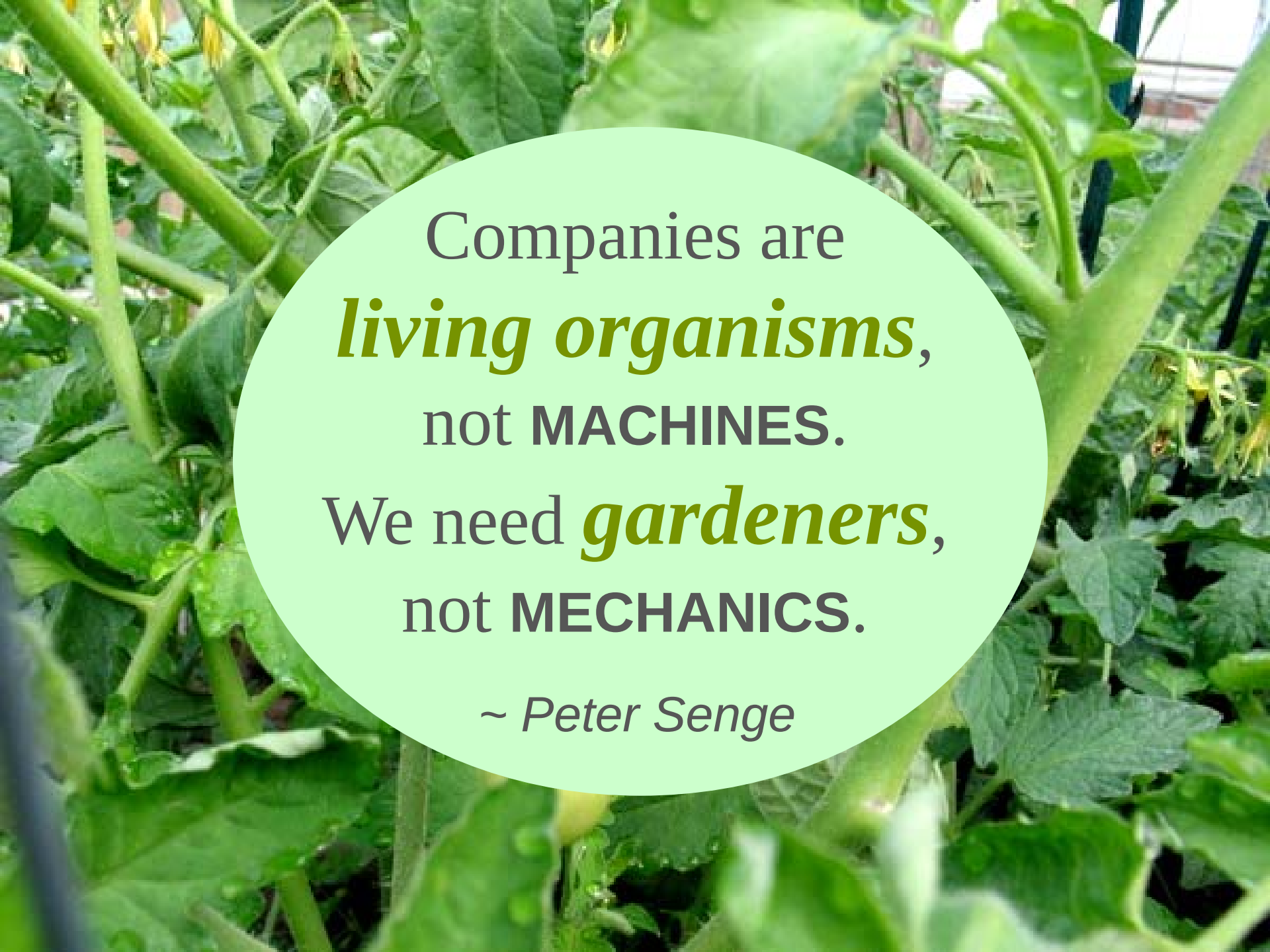
How can you and your team more effectively anticipate and adapt to change?

The Seven Elements of a Culture of Innovation



HOW

Create a
Garden of
Innovation!


Companies are
living organisms,
not **MACHINES**.
We need *gardeners*,
not **MECHANICS**.
~ *Peter Senge*

1
whet the appetite
Stimulate people's
innate hunger to innovate

2

stake and
prepare
the ground

Identify & remove obstacles to innovation.

3 find the seeds

Identify compelling, new ideas!

4
fence the garden
Protect aspiring innovators
from naysayers

5 plant the seeds

Improve the ways new ideas are pitched and take root.

“You can have brilliant ideas, but if you can’t get them across, your ideas won’t go anywhere.”
– Lee Iococca

6 tend new growth

Find ways to coach, pilot, and nurture possibilities.

7

thin and transplant

Decide on how you will decide.

8
celebrate the harvest!

“Celebrate what you want to see more of.”

- Tom Peters

GARDEN OF INNOVATION

1. whet the appetite
2. stake & prepare ground
3. find the seeds
4. fence the garden
5. plant the seeds
6. tend new growth
7. thin and transplant
8. celebrate the harvest

Best Innovation Practices…

…that you can adapt!

Give Employees Time to Think

3M gives employees the freedom to spend 15% of their time working on projects not sanctioned by the job they're in. Google gives 20%! (Many of the Google services you see on their home page were conceived during employee's 20% free time.)

Create Start-Up Environments

When employees at Corel have a bright idea, they can apply for a 2-week pass in a “Virtual Garage Start Up” to develop the idea with one or two partners. If the idea still looks promising at the end of the 2 weeks, they can apply for another 2-week pass and so on, as long as the idea keeps looking like a winner.

Quicken Presentation Time

Microsoft has to stay on top of new technologies. To keep people thinking about new stuff, Phil Fawcett periodically schedules a “Tech Blitz” – a series of 15-minute presentations (10 minutes to present, 5 minutes for Q&A) from creators of new technologies. In three hours, attendees see as many as 12 new technologies.

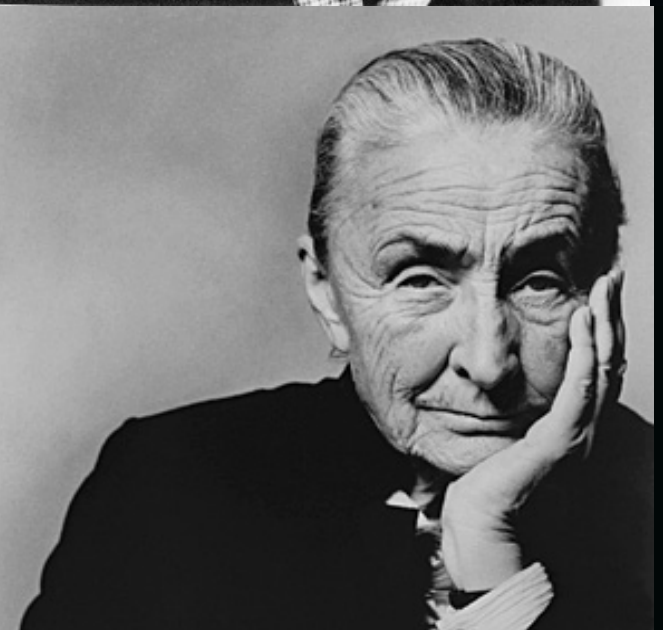
Provide New, Creative Space

BMW wanted a great design for one of its new SUV models, but didn't want its designer to be constrained by the pressures of creating a new design in full view of the organization. Not a problem. Chris Bangel, the Director of Design, simply sent the entire design team away from the BMW facility for six months.

Create Innovation Slush Funds

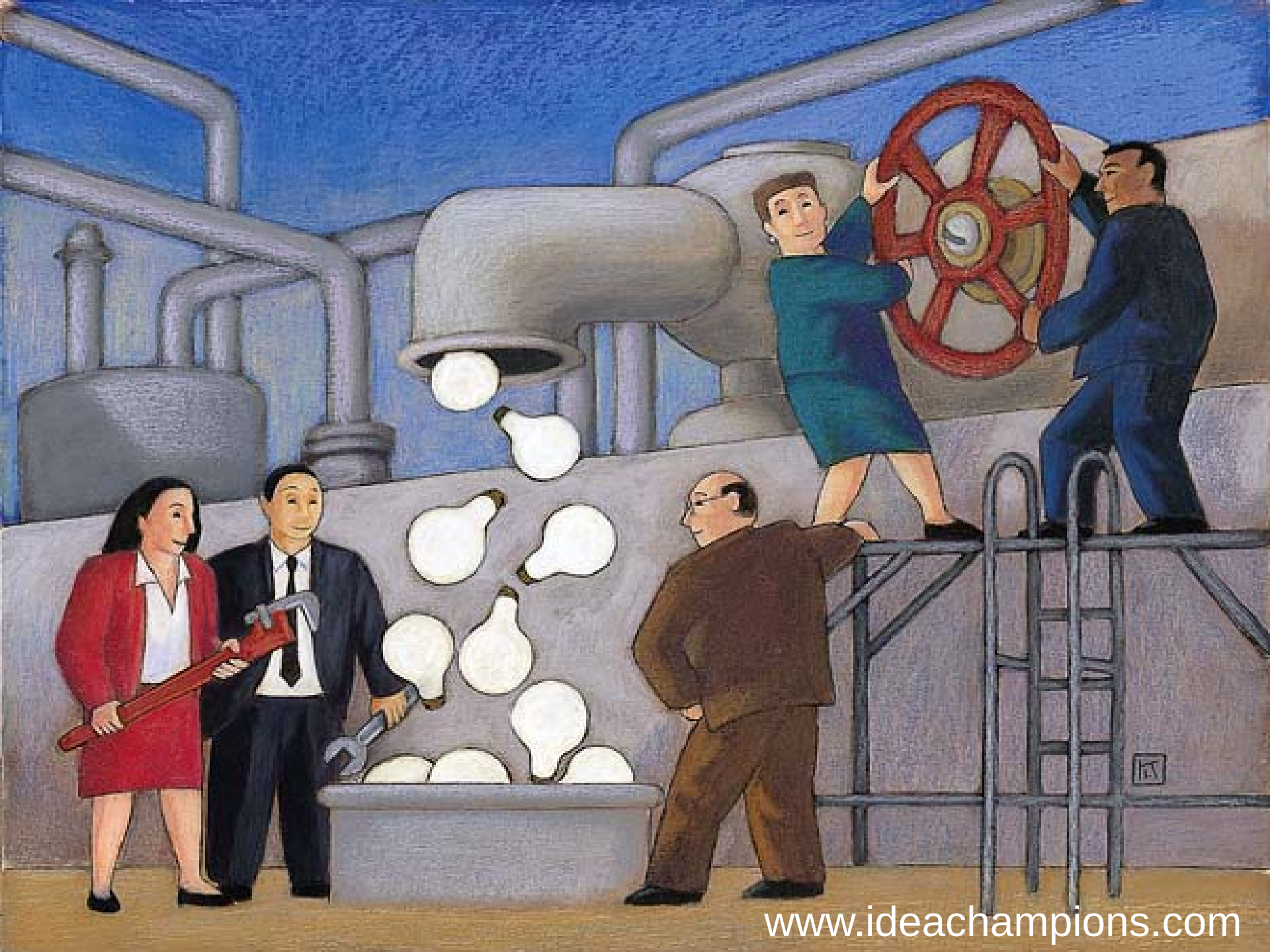
Nortel Networks, the fiber optics giant, allocates pools of money (or "innovation slush funds") at different organizational levels for any idea the manager thinks has great potential, but doesn't want to be accountable for the bottom-line result.

Got Idea?



1. Declare it!
2. Get feedback!
3. Ask for help!

Go for it!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