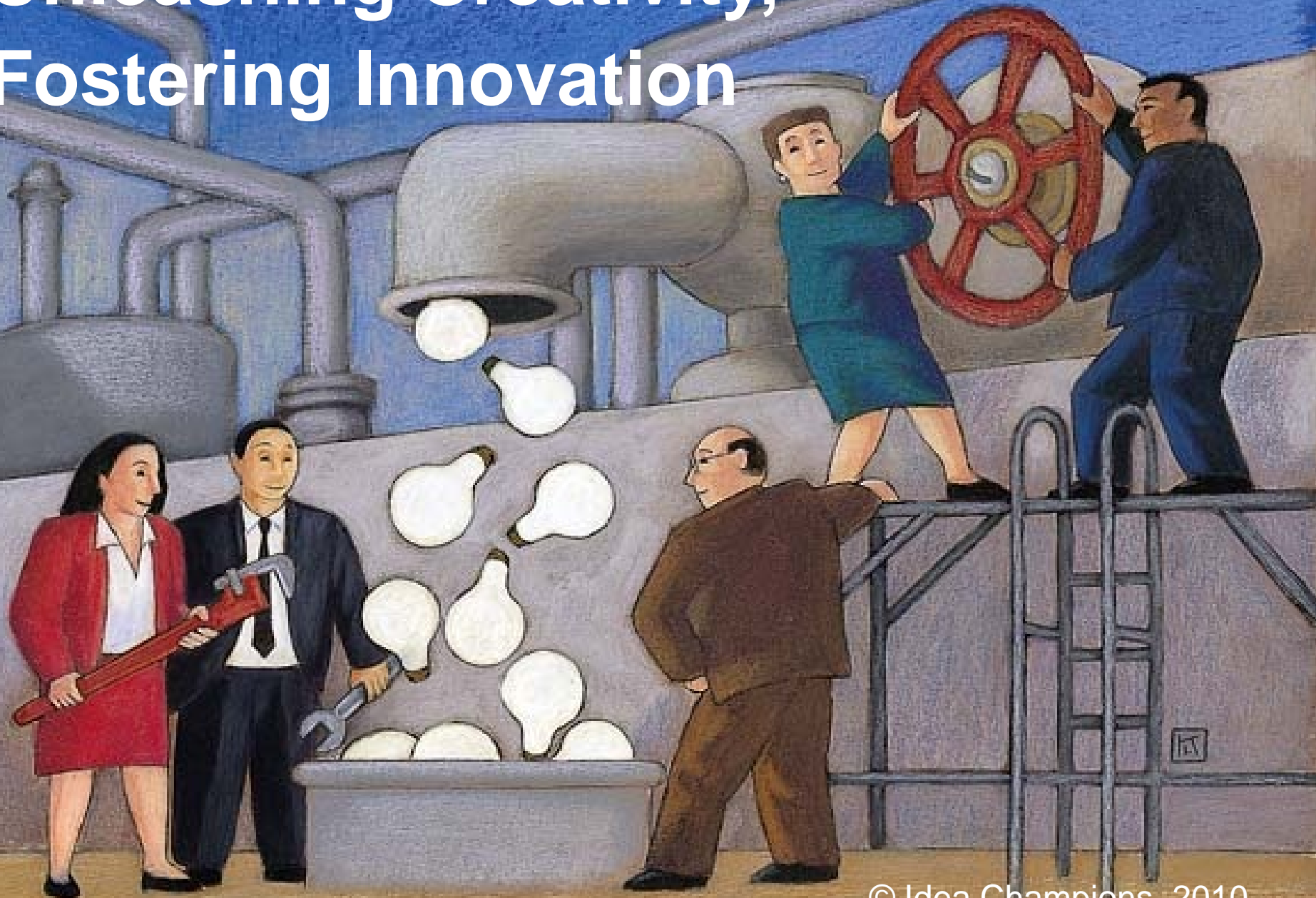
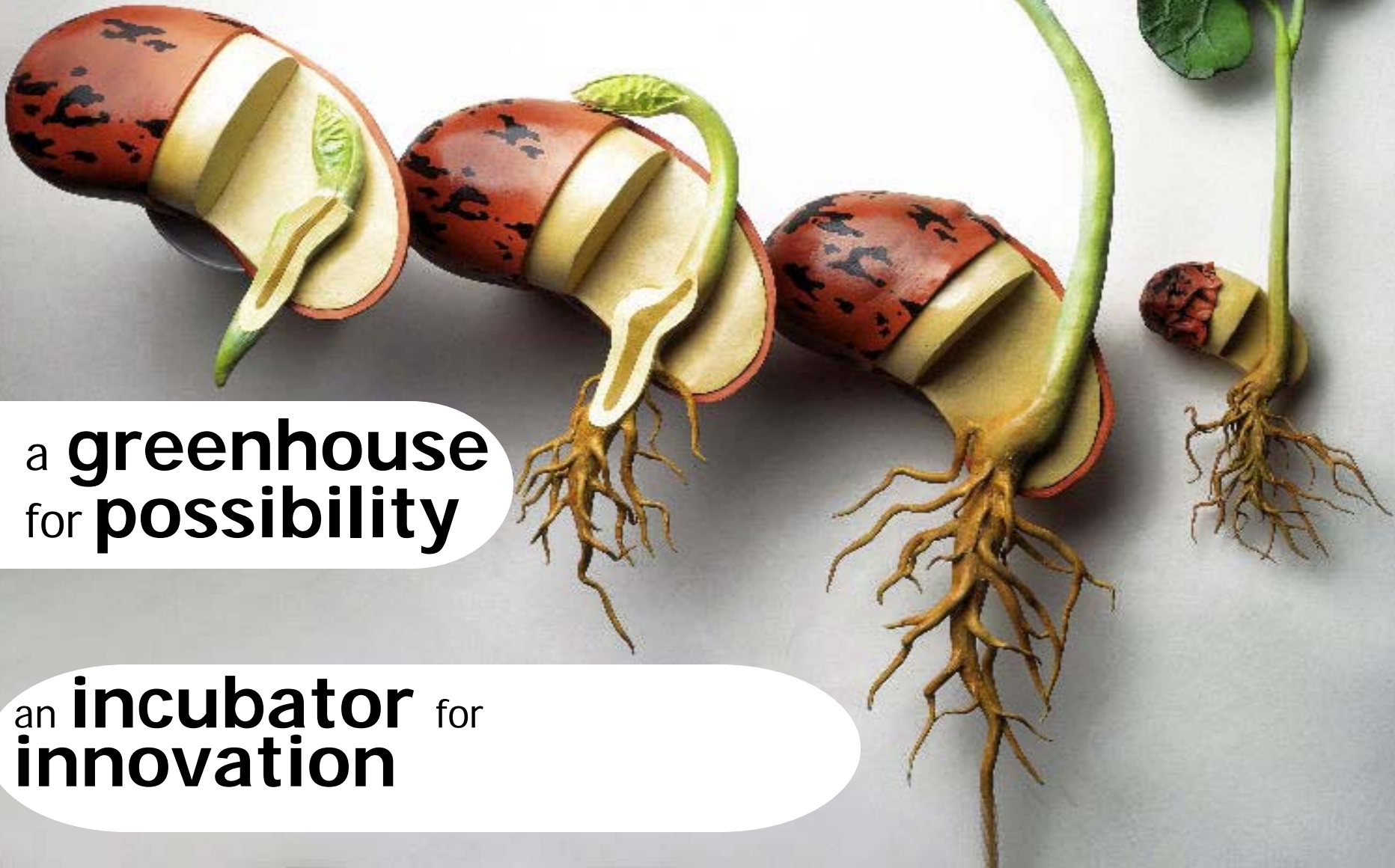


# Unleashing Creativity, Fostering Innovation

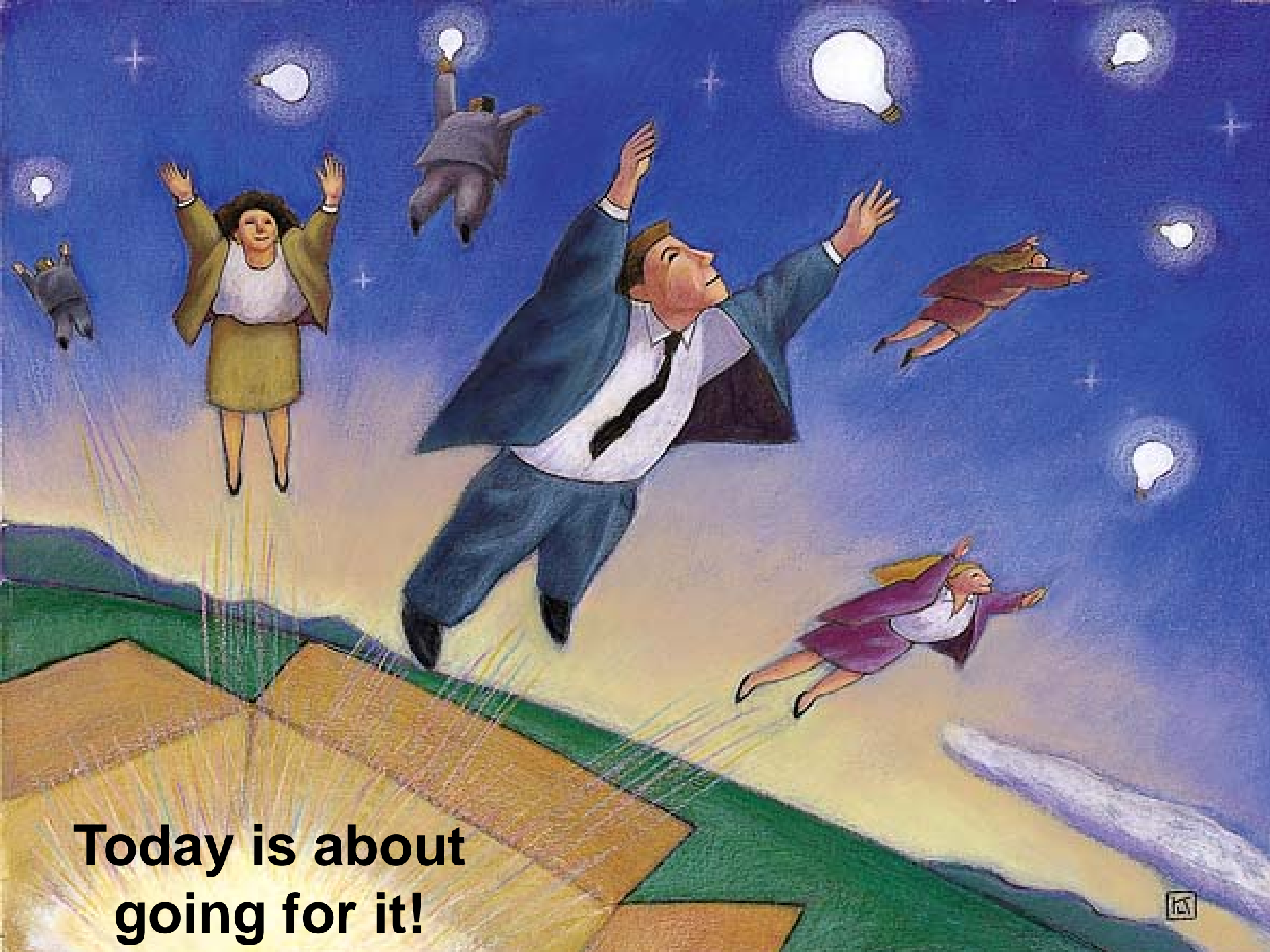


# What's this about?



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

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



**Today is about  
going for it!**





Human beings are most  
**CREATIVE** at the age of five.

U SIGH U



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.”

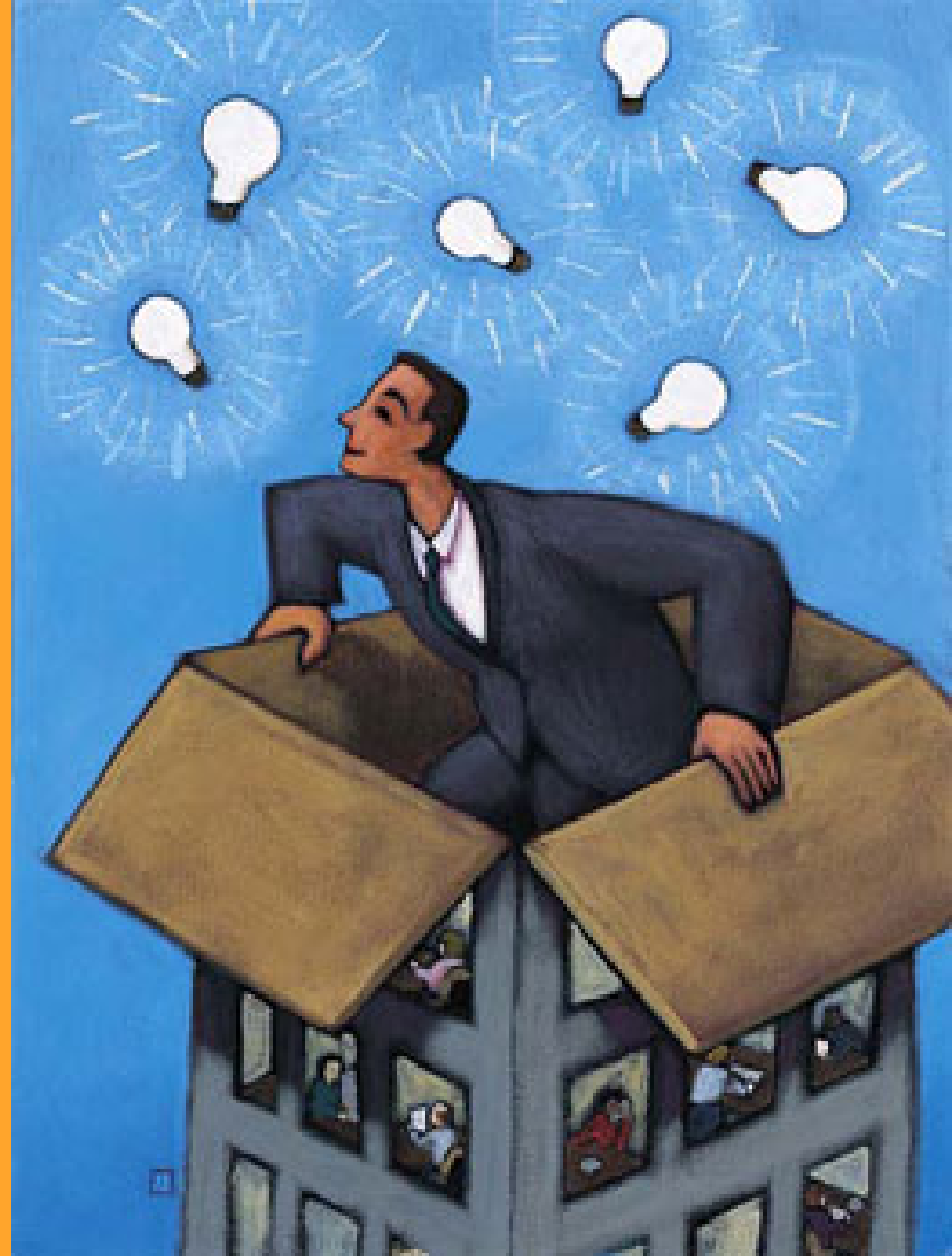


**Innovation isn't always  
about breakthrough.**

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*





PLAY THE GAME!

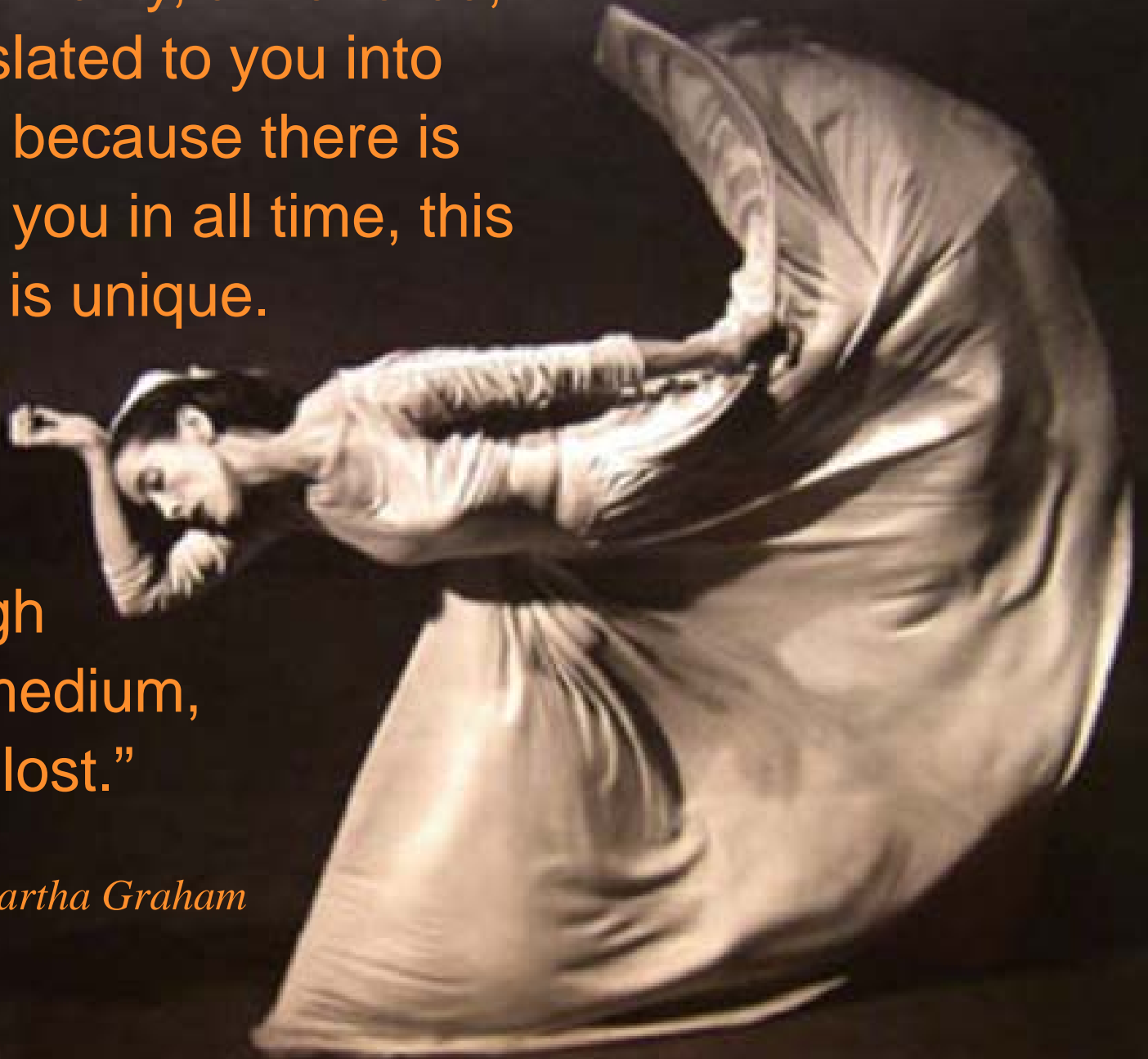
SOLVE THE PUZZLES!

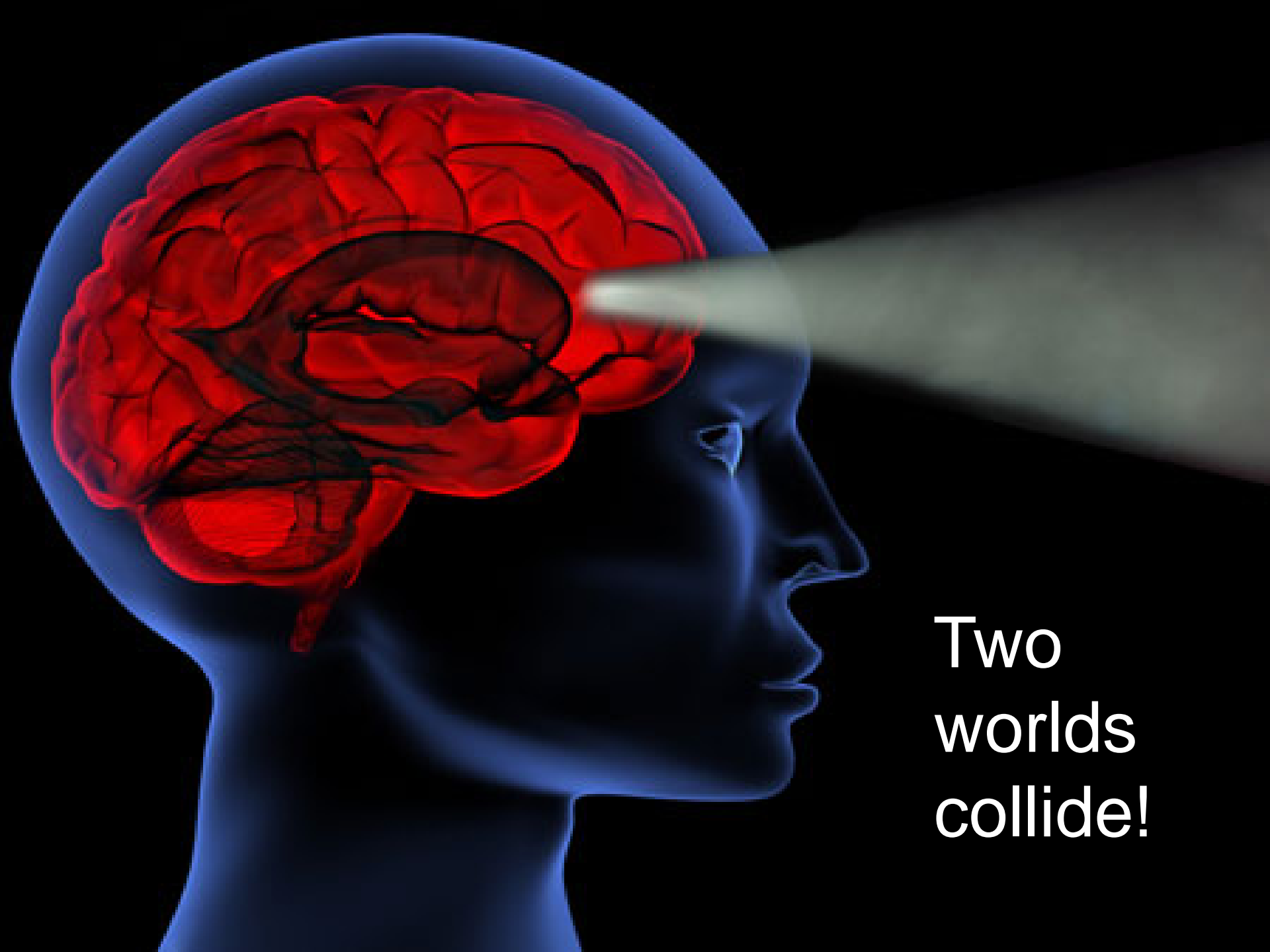
“Fantasy as meant more to me than my ability to absorb positive knowledge.”

“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!



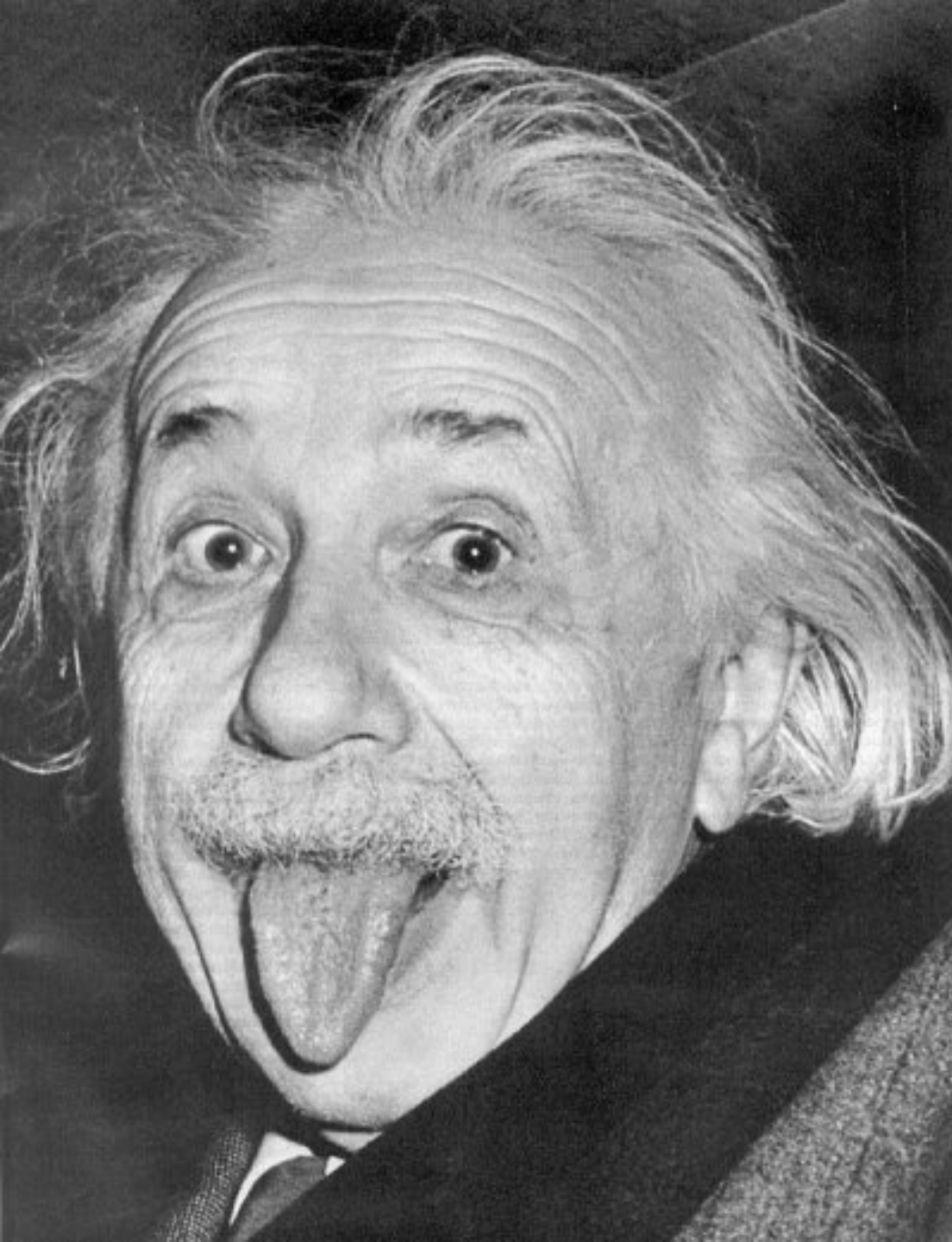
## LEFT

- 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

# How can I?



(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





# Free the Genie



**Get Out  
of the  
Box *Lamp*  
and Create  
the Results  
You Want**

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

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

A background image of a greenhouse filled with tomato plants. The plants are green and have several yellow flowers. A large, light green circle is overlaid on the center of the image, containing the text.

# CULTURE

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

**WHAT**

# Vision

A wide-angle landscape photograph of a mountain range. In the foreground, a paved path winds through lush green and yellowish-green meadows. A small group of people is standing on the path. In the middle ground, there are rolling hills and a small cluster of buildings. The background features majestic, rugged mountains with significant snow cover under a blue sky with scattered white clouds.

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?



A photograph of a surfer in a black wetsuit riding a blue surfboard on a large, curling wave. The water is a deep green color, and the wave is breaking into white foam. The surfer is positioned in the lower-left quadrant of the frame, looking towards the camera. The word "Ownership" is overlaid in large red letters on the right side of the image.

# Ownership

How can you take more responsibility for results?



# Creativity

A close-up photograph of a nautilus shell, showing its intricate, spiral structure. The shell is a mix of brown and tan colors, with a prominent blueish-purple center. The word "Creativity" is written in a large, white, sans-serif font in the upper left corner of the image.

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

**Vision**

```
graph TD; Vision --- Freedom; Vision --- Ownership; Freedom --- Creativity; Ownership --- Creativity; Creativity --- Collaboration; Creativity --- Appreciation; Collaboration --- Adaptability; Appreciation --- Adaptability;
```

**Freedom**

**Ownership**

**Creativity**

**Collaboration**

**Appreciation**

**Adaptability**

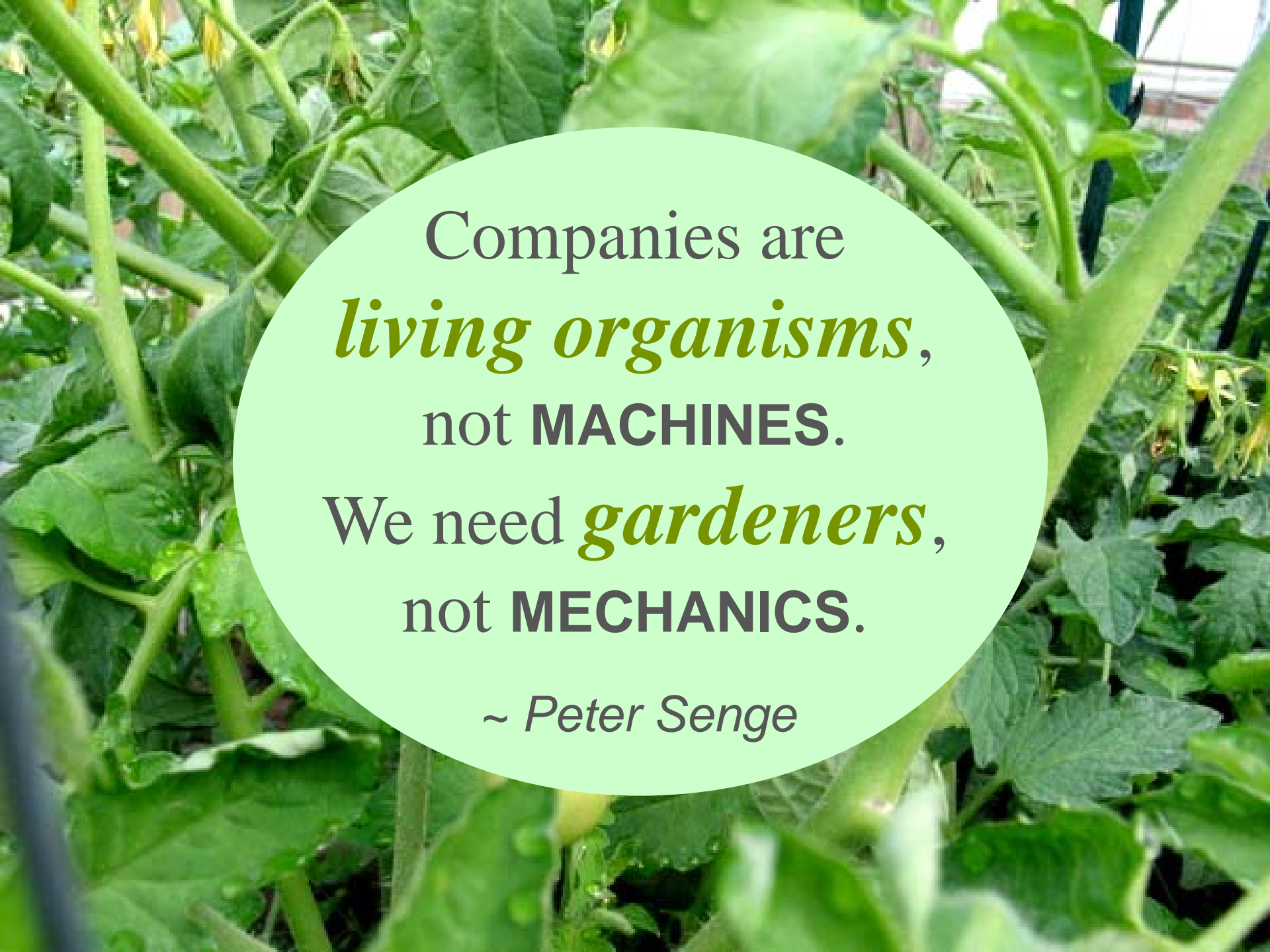
**HOW**





**Create a  
Garden of  
Innovation!**





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

~ *Peter Senge*

A vibrant assortment of fresh vegetables including cucumbers, tomatoes, and potatoes. The image shows a variety of produce: several green cucumbers at the top, a mix of red and yellow tomatoes in the center and foreground, a small basket of cherry tomatoes, and several whole potatoes at the bottom. A white bowl containing dark berries is visible in the upper right corner.

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





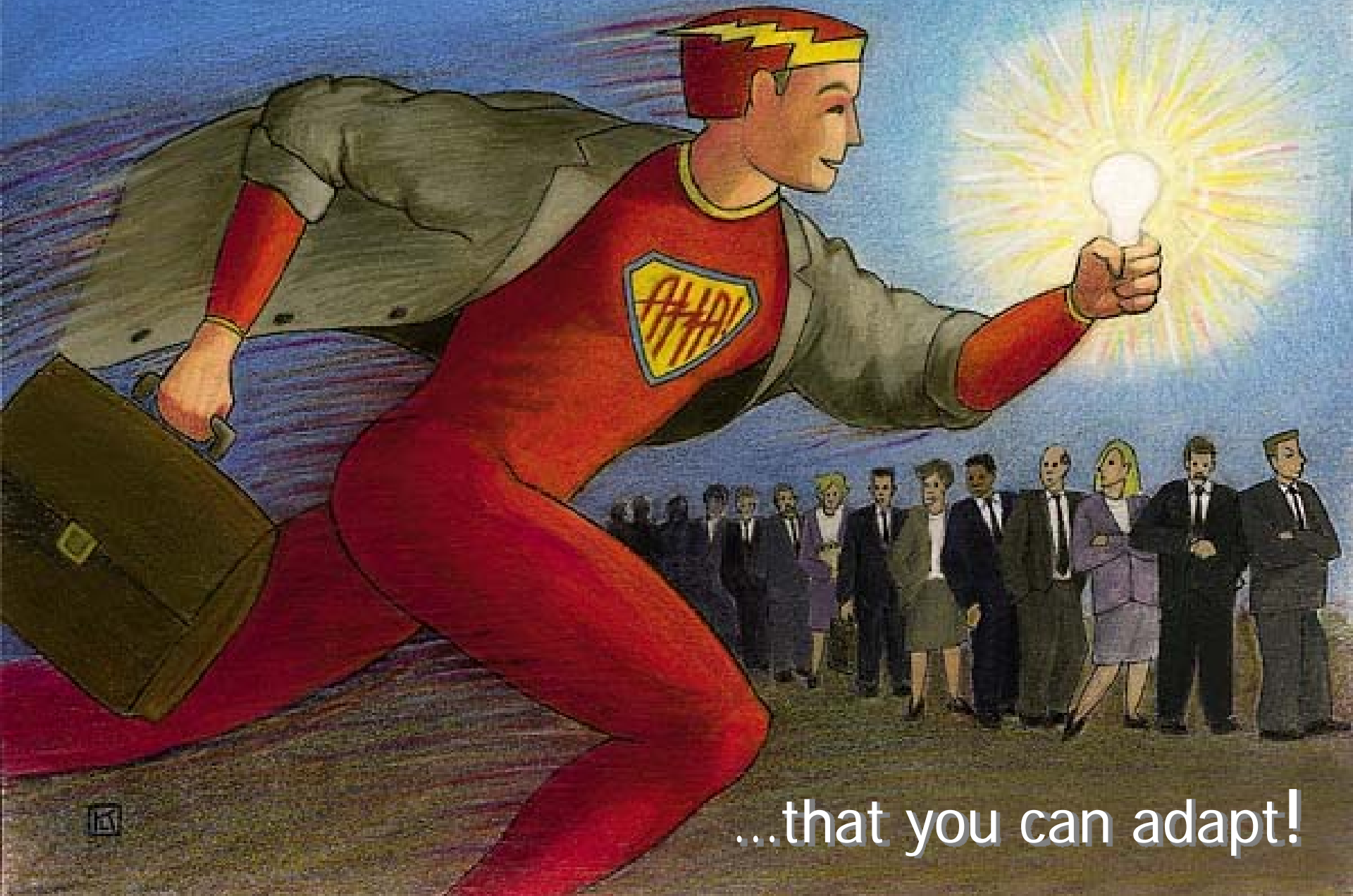
---

## 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!**



