Innovation Starts with

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Innovation Conference
FSUL & PLAN
Panama City, FL
08.16.12
Passions ...

K & J
Travel
Growth
L & L
What's innovation?
“Innovation is this amazing intersection between someone's imagination and the reality in which they live.”

- Ron Johnson
"Innovation is the process of turning ideas into manufacturable and marketable form."

— Watts Humphrey
Creativity is thinking up new things.

Innovation is Doing. New. Things.

- Theodore Levitt
Innovation is not about best practice.

It’s about ... 

Fresh Practice!

Freshness

In a world where business is more interested in ‘best practice’ rather than different practice, is it any wonder that products and services, companies and organizations are beginning to look the same? In "Sticky Wisdom" by ?Whatif! 11 September * Idea Sandbox
Types of Innovation
Efficiency Innovation Evolving Revolutionary Innovation The Seeds of Innovation Cultivating the Synergy That Fosters New Ideas Elaine Dundon
Efficiency Innovation = Improving on what already exists
Evolutionary Innovation = creating something distinctly new & better

Radically changes business & culture = Revolutionary Innovation!
"_________

is the

mother of

invention

Impacts on innovation?

- Change in ability to support current market
- Change in demands of current market
- Discovery of a new market

Efficiency Innovation  Evolutionary Innovation  Revolutionary Innovation
Elements of Innovation
4 components of "I"

< Creativity >

< Strategy >

< Implementation >

< Profitability >
< Creativity >

[Image: http://www.flickr.com/photos/annais/9335897/]
[Image: http://www.flickr.com/photos/clashed/386405208/]
Become an **idea generator** ...
Focus on Quantity, not Quality
Become a collector & collect everything

The Big Moo – Seth Godin

http://www.flickr.com/photos/wooandy/152933903/
Get outside your comfort zone

http://www.flickr.com/photos/smohundro/2247983906/
Bounce your thoughts around

The Big Moo – Seth Godin

http://www.flickr.com/photos/livenow/2464673982/
Add Constraints to your thinking

Constraints are liberating

http://www.flickr.com/photos/robpurdie/97261673/
Write stuff down

http://www.flickr.com/photos/watchsmart/3227691975/
< Strategy >
< Strategy >

change agent

Librarian noun. A change agent ensures knowledge and information are free and accessible to all.
How many of these have you heard?

How many of these have you said (or thought) yourself?
Make it believable

Employees & Innovation …
Create alliances

Employees & Innovation ...
Don’t ask for permission

Employees & Innovation …

http://www.flickr.com/photos/fritztr/108106299/
Sell your vision personally

Employees & Innovation …

http://www.flickr.com/photos/tobyleah/104413231/
Find a Champion

http://www.flickr.com/photos/redtinsel/151098607
Analyze the Risk

Employees & Innovation …

http://www.flickr.com/photos/lorda/2136174988/
Do your leg work
Employees & Innovation ...

Build upon small successes

http://www.flickr.com/photos/sarahandmikeprobably/3264565204/
Implementation
Profitability

http://www.flickr.com/photos/freddieh/539149380/
Outcomes & Outputs
Management & Innovation ...

http://www.flickr.com/photos/crashmatbb/1646957900/

Set the Strategies
Management & Innovation …

No risk is risky business

Efficiency Innovation  Evolutionary Innovation  Revolutionary Innovation !!

http://www.flickr.com/photos/magisterludi/403371410/
Set the bar pole vaulters not limbo dancers

http://www.flickr.com/photos/iguanajo/41972200/
Encourage cliff jumping

http://www.flickr.com/photos/petercraig/2598464809
Provide a safety net

http://www.flickr.com/photos/prescottspies/2713550213/
Management & Innovation ...

Make failure an expectation

http://www.flickr.com/photos/trvr3307/127632207/
Management & Innovation ...

Provide time for exploration

http://www.flickr.com/photos/mybigtrip/6111406/
Management & Innovation ...

http://www.flickr.com/photos/fauxto_dkp/2883115609/
Management & Innovation …

Beware of glory grabbers

http://www.flickr.com/photos/bondomania/2636802659/
Listen for what you’re not hearing

http://www.flickr.com/photos/spyndle/384039991/
Lead by example

http://www.flickr.com/photos/deniscollette/1817034358/
Leadership
“Innovation distinguishes between a leader and a follower.”

- Steve Jobs
<Leadership & Management>
Management

• Stability
• Objectives
• Managing Work
• Control
• Short-term
• How/when
• Bottom line
• Best Practices
• Do things right
• Transactional

Leadership

• Change
• Vision
• Leading People
• Trust
• Long-range
• What/why
• Horizon
• Fresh Practices
• Do the right thing
• Transformational

http://www.flickr.com/photos/myselfsuperman/2913872247
Some Final Thoughts . . .
“Learning and innovation go hand in hand. The arrogance of success is to think that what you did yesterday will be sufficient for tomorrow.”

- William Pollard
Innovation is iterative

http://www.flickr.com/photos/r_catalano/404014466/
Innovation is messy

http://www.flickr.com/photos/exlibris/2394518222/
Innovation is creating new patterns

http://www.flickr.com/photos/an_untrained_eye/1185704829/
Innovation is curiosity at its best.
Innovation is perpetual beta

http://www.flickr.com/photos/24by36/451799611/
Innovation is risk

I RISK
THEREFORE
I AM

FIND THE UPSIDE
MARSH
Innovation is tipping the scales

http://www.flickr.com/photos/toddography/12034661/
Innovation is a Culture
And last ..
Innovation starts with
Innovation starts with http://www.flickr.com/photos/shutter/105497713/
Thank you!!