
INNOVATE

CREATE YOUR ENVIRONMENT FOR CHANGE
CREATE YOUR ENVIRONMENT FOR CHANGE
CREATE YOUR ENVIRONMENT FOR CHANGE
CREATE YOUR ENVIRONMENT FOR CHANGE
CREATE YOUR ENVIRONMENT FOR CHANGE

"The best way to predict the future is to create it."

- PETER DRUCKER

"Where do you put the fear when you choose to innovate? The fear is there, but you have to find a place to put it."

- SETH GODIN

"We cannot innovate without opening the door to havoc."

- TOM PETERS

THIS ISN'T A "THEY" THING. THIS IS A "YOU AND I" THING.

Data, tech, VR and AI.

Certainly playgrounds for great innovation and conversation.

However, when we zoom in to our business or organisation as it exists today, we also see incredible opportunity to make things better. To create change, to innovate. Innovation then, is very much a “You and I” thing. A human driven phenomenon. Something we can address today.

Perhaps it's in how organise our work-flow.

Perhaps it's in looking at how we can serve a new customer segment..

Or onboard a new client in a more powerful way.

Either way, besides sales and marketing, we quickly see that our ability not just to adapt to change, but also to create change is our ticket to thrive as a business.

SO, LET'S GET STARTED

(WHERE DO WE START?)

Well, we know that we need to interrupt the ordinary flow of events. That following the proven path may work for business as usual today, but certainly won't inspire radical thinking.

It turns out that our environment, (and likely even our physiological state) are key if we are looking to innovate on purpose.

Let's focus there today then and set the scene. Here are a few ways to get the ideas flowing in you next innovation session (you are regularly doing innovation sessions, right?)

PICK THE ROOM

Choose carefully.

If you can't get yourself into an entirely new environment, then please, at least don't choose the boardroom where the longest and most boring meetings are held.

This is key. Our subconscious mind is picking up everything - if the room has "history," we'll bring that in with us.

Also, big is better.

Large spaces for large thinking.

BRING IN BRAIN POWER

Whether it's discussion based brainstorming, or the more effective "brain-writing," getting a group of people in the room to begin with is a big plus.

The kicker here is to dismiss usual processes and hierarchies.

We are looking for disruptive thinking, so we want a diverse set of experiences at the table.

Sales, design, marketing, HR, customer service, maintenance... All "levels" are helpful.

BRING THE STIMULUS

No, not coffee. Well, maybe coffee too..

But here we are stimulating right brain thinking.

Rather than logic or reason, we want to evoke the new. Use visual cues, imagery, videos, or case studies to help stimulate the brain in new and obscure ways to push the boundaries of possibility.

Kind of like when you walk out of Inception or Avatar the first time, there's a little lag where you don't look at things in quite the same way.

The right stimulus is key.

GET OUT OF THE MIND

Personally, I use physical movement.

In any innovation workshop, we begin with standing meditation and some guided full body movement. This isn't a workout, its embodiment - we literally take attention from the mind and divert it to the body. We can't innovate when we are stuck in our head.

You could go for a walk. Or dance. It's short. Move around. It works.
We are shifting away from critical thinking and getting creative.

ENERGISE

Work fast.

Sprint even.

Music.

Use paper, pens.

Thick pens. Write in large letters.

When we slow down, we move into the world of reason, of exactitude.

The first stage of innovation is messy.

Let it go.

BUILD

In the later stages, work the room, work the ideas.

What can we blend, push, create and grow.

Asking "Yes, and...?" questions is key.

Let's see where this goes..

CELEBRATE AND RESTORE

We can't do this forever - the energy required in a big innovation session can be immense.

So, when we go back online, it's important to celebrate the coming together of our creative energies.

What worked? What can we improve? What are our action steps to take the new ideas forward?

What are the by-when's?

*Innovation exercises are a great way
to connect, create and grow together.
And after all, isn't that what our
work is for?*

