

MAY 4 | INNOVATION TIPS DIALOGUE - Roadblocks to INNOVATION
SLIDESHOW SUMMARY for PARTICIPANT NOTES







Agenda

- connecting with YOU
Who's with us | What you told us | What you shared
- innovation **TIPS** dialogues
Today's TOPIC: "ROADBLOCKS to Innovation"
- introductory overview...
Tactics of INNOVATION: How to Get Buy-In for NEW IDEAS
...an ONLINE professional development webinar
- Q&A | informal group conversation

innovation **TIPS** dialogue

Connecting with all of YOU

a global gathering
of leaders and innovators...

180 +

representing 17 countries...

Australia | Austria | Bajamas | Barbados | Brazil | Canada
Chile | China | France | Germany | India | Mexico | Peru
Spain | Switzerland | United Kingdom | United States (33+ states)









INNOVATION definitions

"New products, business processes, and organic changes that create wealth or social welfare."
— OECD [Organization for Economic Co-operation and Development]

"Fresh thinking that creates value."
— Richard Lyons, Goldman Sachs

"A NEW IDEA successfully implemented in the marketplace, [workplace or community]."
— James Bright

"Change that creates a new dimension of performance."
— Peter F. Drucker

"Innovation is the specific instrument of entrepreneurship. The act that endows resources with a new capacity to create WEALTH."
— Peter F. Drucker



- A great book on innovation by Alan Robinson and Dean Schroeder
- One of their most important points on "little innovations"

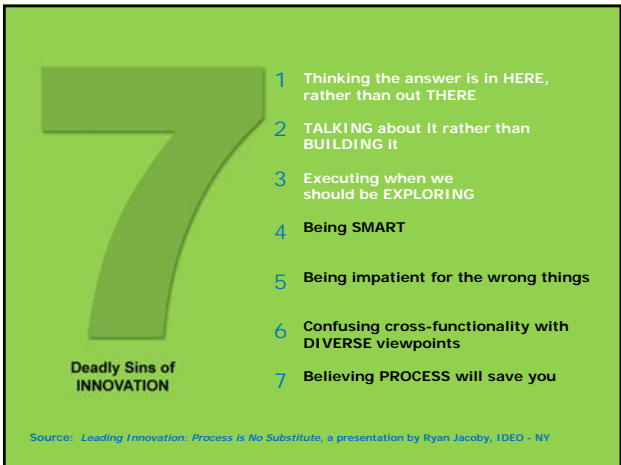
[great book]

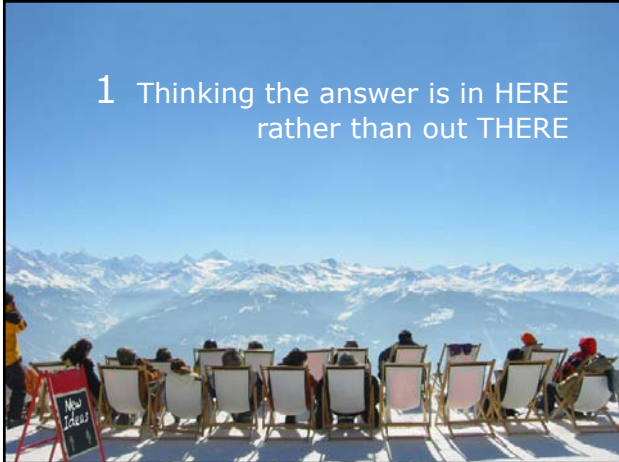
The Importance of SMALL IDEAS

- Easier to actualize
- Usually small cost
- Hard to copy
- More common, therefore more frequent
- Small effects accumulate
- Doing little ideas is practice for bigger ideas
- Demonstrates action and results










1 Thinking the answer is in HERE rather than out THERE

1 Thinking the answer is in here, rather than out there



RYAN JACOBY's Key Points

- Get outside of the office, outside of the conference room.
- Be open to innovation answers from unexpected places ... and people.

JOEL | DEBBE

TIPS

COMMENTARY



1 Thinking the answer is in here, rather than out there

Wagon Train Scouts: an Analogy



- Before the wagon masters rolled their wagons, they sent out their scouts
- What was the nature of their scouting?



Essence of “Scouting”



- Fast
- Qualitative
- A sampling
- Many directions
- Mapping
- Decision enhancing



SCOUT WITHIN



Most of us, know MANY TIMES what we put to use.
We do not mobilize the multiple KNOWLEDGES we possess...
– Peter F. Drucker



2
TALKING about it
rather than
BUILDING it



2 TALKING about it rather than BUILDING it





RYAN JACOBY's
Key Points

- All the TALK we do | meetings, memos, discussion | can prevent us from actually DOING anything.
- Prototypes motivate. They help us think differently.



JOEL | DEBBE
TIPS
COMMENTARY













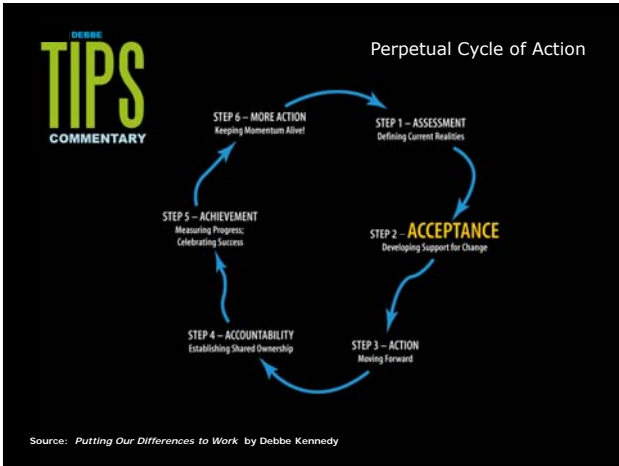
3 EXECUTING when you should be EXPLORING

RYAN JACOBY's
Key Points

- Huge for managers...
- In trying to nail down a project way too early in the timeframe, *[before considering crucial issues...]*
- Who's exploring?
- Who's executing?
- Where is everyone in process?"







generating
ACCEPTANCE

discounted
overlooked
avoided
completely ignored

SUCCESS FACTOR

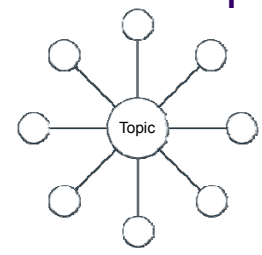
TIPS
COMMENTARY

the Implications Wheel®

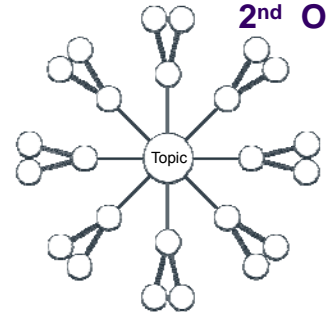
- Structured discussion process for “scouting the future”
- Same attributes as scouting
- Small groups/high diversity
- Different horizon

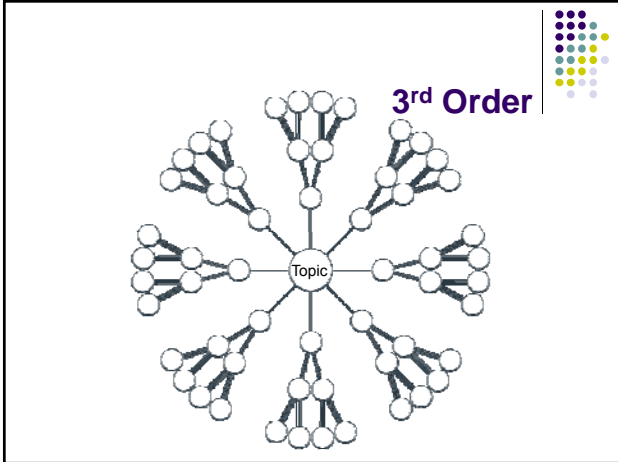


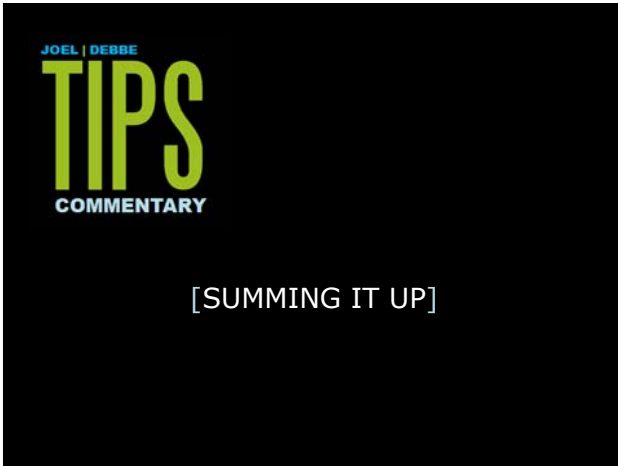
1st Order

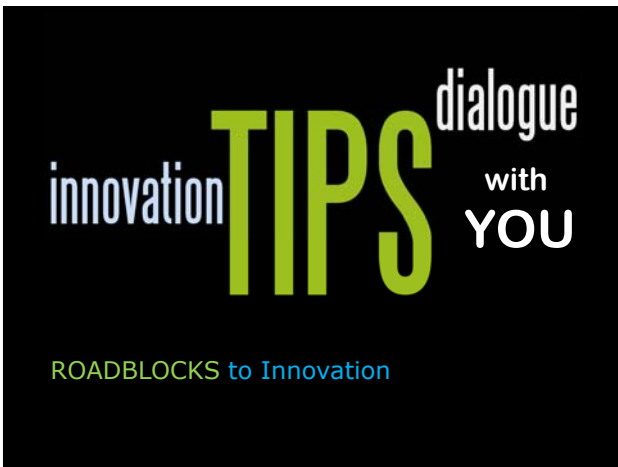


2nd Order
















WE'VE ASKED

over 3000 leaders & innovators
around the world 

about their TOP CHALLENGES

They told us.





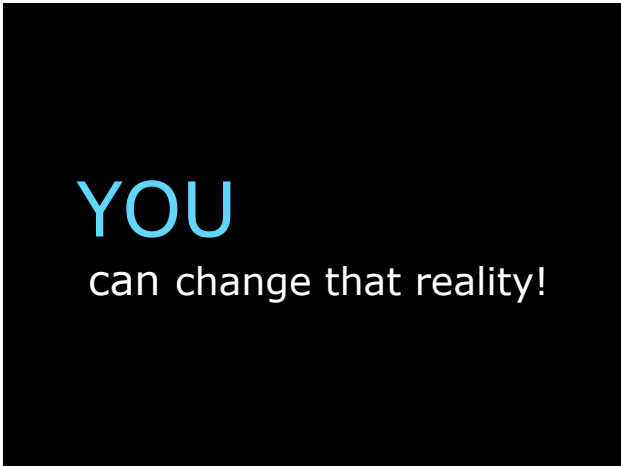
TOP CHALLENGE

in sharing new **THINKING** and new **IDEAS**
2009 - 2011

23% said **INFORMATION OVERLOAD**
• *breaking through the **NOISE***

95% said **RESISTANCE TO CHANGE**
• *not invented here*
• *unwillingness to **listen***
• ***cynicism** about all "new and different"*
• *my own **CONFIDENCE** to deal with it*







Tactics of Innovation
 How to Get BUY-IN for NEW IDEAS
 an ONLINE professional development webinar



How to Get Buy-In for NEW IDEAS
 an ONLINE professional development at the Global Dialogue Center

who needs it?

Anyone who is introducing NEW IDEAS, like...

- new products, programs, or services
- a new strategy or change initiative
- a new policy or practice or reinvented YOU

Anyone presenting NEW IDEAS to...
 Your team, senior leaders, organization, customers, stakeholders, board members, potential collaborators, business partners, colleagues or partners, interviewer for a job you want

What's in it for YOU?



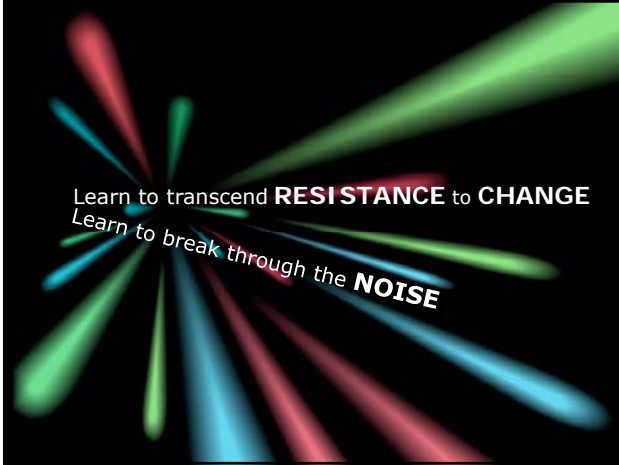
Pinpoint why people are resistant to new ideas and how to *remove the barriers*.

Identify 10 tactics to engage sponsors and others.

Explore 3 critical success strategies and common mistakes to avoid.

Build knowledge and know-how transcend RESISTANCE to change.

Take Home TOOLS to put learning to work.



Tactics of Innovation

How to Get BUY-IN for NEW IDEAS
 ...an ONLINE professional development webinar

Thursday, **June 2**
 10:00 – 11:30 pm PDT Webinar
plus a 30-minute Group Exchange follows



Learn more and register:
www.howtogetbuyinfornewideas.com

Tactics of Innovation

How to Get BUY-IN for NEW IDEAS
 a ONLINE professional development class at the Global Dialogue Center

Learn more... <http://www.howtogetbuyinfornewideas.com>

TUITION

Early Bird ONLINE Registration (before May 15, 2011)
 USD\$195.00 Individual Participant

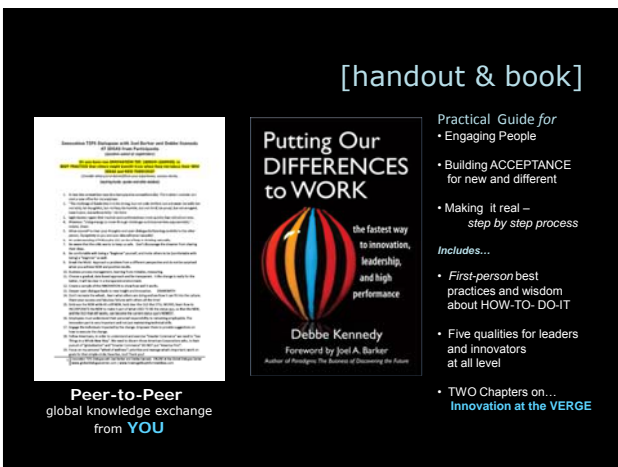
USD\$99.00 Individual Participants
 education, nonprofit, government,
 and special group discounts.

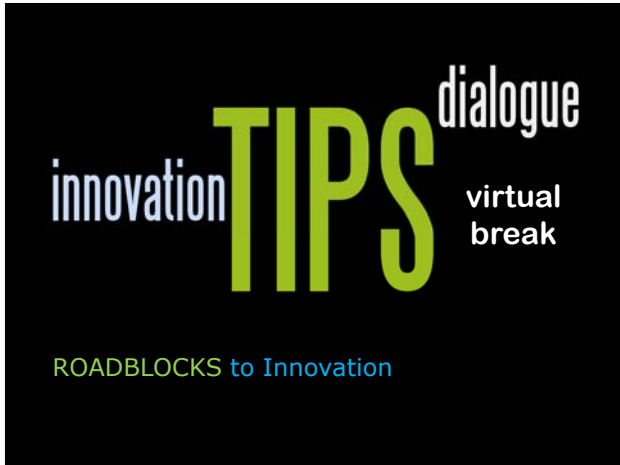
USD\$290.00 Individual participant
 registration (after May 15, 2011)













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