

# Creating a Culture of Innovation—Reflections

## Creating a Culture of Innovation was valuable to me because...

- It's emphasis on the "verge."
- It's emphasis on the role of the outsider.
- It reinforced concepts I've read, expanded and deepened my knowledge, and gave me new ideas.
- It got me back into a thinking mind set...as of yesterday, I didn't know anything about WIN, and so I am excited to be learning and getting involved.
- It drove home the point that diversity is not just a good thing, but essential to innovation.
- It got me thinking out-of-the-box...thinking bigger about how I can make a difference and what group of diverse people I could put together to offer the best solutions to my clients.
- It helped motivate me to pursue my idea.
- It reiterated things I thought, knew, and taught...gave me some new, great wisdom and insight.
- I gained some specific ideas that I can use to help model concepts for potential clients.
- It brought some intellectual structure to the business start-up I am working on.
- It introduced me to some new concepts and inspirations.
- I took a creativity course back when I was in college, and while I rated high on the entrepreneurial scale, I haven't done very many useful things with my life...I graduated from Law School and now have some ideas of how to lend my knowledge and creativity to others.
- It was a superb discussion...it opened my mind to truly thinking differently about partnership and collaboration.
- It gave me new and different ways to think about solving problems with my business.
- It gave me a chance to gain more experiences with the capabilities and limitations of a tele-collaboration tool, Microsoft Live Meeting. It also introduced me to a couple new people, Debbe Kennedy and Joel Barker, who will, I hope, end up being part of my knowledge economy and flat world network. One innovation tool new to me is the Implication Wheel, which I hope to explore more over the next few weeks and possibly use as one of the means to help improve the economy of northeast Wisconsin. There are many brave new worlds made possible by the ever-changing internet, and I look forward to participating in and helping some of those new worlds succeed and spread.
- I teach a class on development of functional clothing. The students are all in the apparel design & development major at UW-Stout. This information will be valuable to share with students as they work in teams to solve problems / situations to enhance clothing for greater function ability. UW-Stout does not have a class on formation and functioning of teams, yet our industrial advisory board members indicate team work is the norm on-the-job. We need to better prepare students to be open to diverse people and ideas. I will be sharing the various ideas on "creating a culture . . ." within this class.

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## The words I would use to describe my experience are...

- A formal way of presenting acceptance and openness to others.
- This is at the heart of great relations and teamwork performance.
- Broadened my perspective...
- Excellent seminar!
- I am getting excited about looking at my future!
- Very interesting—Great information to help carry on new ideas and concepts to help our economy grow.
- I was stuck in limbo and needed direction on how to proceed and now I have a small push.
- Worthwhile and motivating!
- Good, but slow at times.
- An opportunity to step back to see the forest, to reduce fear, and reduce risk.
- Enlightening and encouraging!
- Fun, feel good, thought provoking—someone invested in me today.
- Inspiring—informative—thought-provoking—exciting—energizing—fun!
- Great information—a little long—I found my mind wandering to things I need to do.
- Learning, building, exploration, new horizons, opportunities, fun, interesting, unique, ironic, thought-provoking, instructional, future-focused.

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## Other comments...

- Excellent presentation! Do more!
- The employees of JohnsonDiversey RD&E who attended the seminar really enjoyed the information and thought that it was worth while that they attended. Can you please keep me informed of these virtual conferences as they come up?
- I greatly appreciate the fact that this was visual and auditory. I needed to change to auditory during the last hour of the program. I feel that we lost 45-60 minutes just getting people logging into the system. I thought that we would be engaged in the presentation immediately so I lost an hour of time. I am so intrigued about this culture of innovation. I also appreciate having the resources on the web as follow-up. The information, stories and challenges to our thinking were valuable.
- Problem resolution is more associated with soft skills, and industry has learned this some time ago. Often, I have been told by employers that we can teach the technology, what about people skills? How do you teach someone to adopt a different mental model? To cast aside their current model of how the world works and adopt an unbiased new mental model that takes us out of our comfort zones and takes a new approach to problem solving and innovation.
- I look forward to building on the information, issues and connections from the Culture of Innovation virtual conference. I'd enjoy working with others to set up and make similar future virtual conferences or tele-collaboration opportunities happen in northeast Wisconsin and throughout the world. It would be fantastic if this virtual conference was the beginning of many related efforts to tele-collaborate and to improve the economy of this region.
- I always thought one person could not make a difference, but after listening to Joel and Debbe, I CAN make a difference.
- Thanks for your efforts!
- I would have gladly paid more.
- You have state of the art technology—now let us put some groups of innovators and outsiders together.
- To the question of Government—ask, “What does Government do well?” and “What problems can't Government solve due to paradigm shift?” For example, developing regional business parks with regional revenue sharing.
- Kudos to WIN Northeast, Drew, Joel, and Debbe! Thank you for an awesome presentation...more people in Wisconsin need to be exposed to this.
- I liked the virtual presentation.

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## Suggestions for future topics and programs...

- Have a buffer person for the remote attendees. If there were someone who was on the phone line from 5 minutes before the appointed hour, just to welcome people and let them know they were in the right place that would have kept more attendees in the room. We lost at least 6 people who arrived and after 10 or 15 minutes we still knew nothing about whether the meeting would proceed, whether we were in the right place, etc. The buffer person doesn't have to know anything except to be on-line until the host takes over. When using NetMeeting, it is a big help to remind folks we must be using IE to access the meeting. My usual browser is Mozilla Firefox, and someone else logged in to the phone conference bridge asked if I was using IE when I asked if anyone else was having trouble. Again, this is a service the buffer person can provide as well, but better not to make the mistake in the first place! I had trouble signing in, but that was caused by my "moving" your message to my calendar in MS Outlook. This creates an interesting mess of hyperlinks that are impossible to wade through to login. I finally had to search for your original message and from there I was able to login. Finally, as a remote attendee, I would have liked to know who was attending in person on your end. Again, the buffer person could provide a briefing of how many people are attending in reality, where they come from. Just a nice thing to know. Good meeting.
- How can WIN collaborate as an entity of individuals to expand opportunities and implement them?
- The Implication Wheel
- How best to implement innovation?
- Have angel and venture money people talk to the group.
- How to select winning new products?
- More experiences like this!