

COLLABORATION

CREATING A

CULTURE OF

INNOVATION



70%

**of all organizational
CHANGE
efforts fail.**

**Culture eats strategy
for breakfast.**

- Peter Drucker -

One common denominator of innovation is CHANGE. But change involves many factors that ALL must overcome inherent resistance to change. There is even a formula to help you determine if the change you seek is greater than the resistance you will face...

The Change Formula (DxVxFxS) > R

- **Dissatisfaction** with the status quo must be present. Have you ever said to yourself, "There must be a better way than this!" Then you have recognized dissatisfaction that can spark a...
- **Vision** is the change you seek. Also known as long term impacts, condition changes, the core "why" you seek change, etc.
- **First Steps** are the momentum to make change happen. They can be small or big, but in order for change to occur, they must happen or else it is just an idea.
- **Support** from the community, team members, leadership is also necessary to make change happen. If you don't have any of the core 4T's, it will be difficult to make the changes you seek.

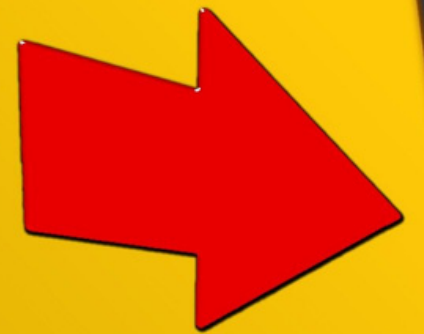
THINK – PAIR – SHARE

Think of a time you or your organization where truly innovative.

What made "it" innovative?

- ***What is it?***
- ***What does it take to actually do it?***

INNOVATION



It's not an **INNOVATION** until it's implemented and actually works.

Innovation is about process and relationships comprehensively and equitably focused on understanding the problems and issues of stakeholders...

... then designing solutions and testing them, with an eye on learning and adaptation,

... and, once sufficiently tested, implementing and evaluating the solution before scaling it up.

THE INNOVATION PROCESS

What are the cultural imperatives?



Explore

Try

Do It

THE INNOVATION PROCESS

EVALUATE | LEARN | ADAPT

Seek problems
to Solve

1

2

Design/Refine
Potential
Solution(s)

EXPERIMENT

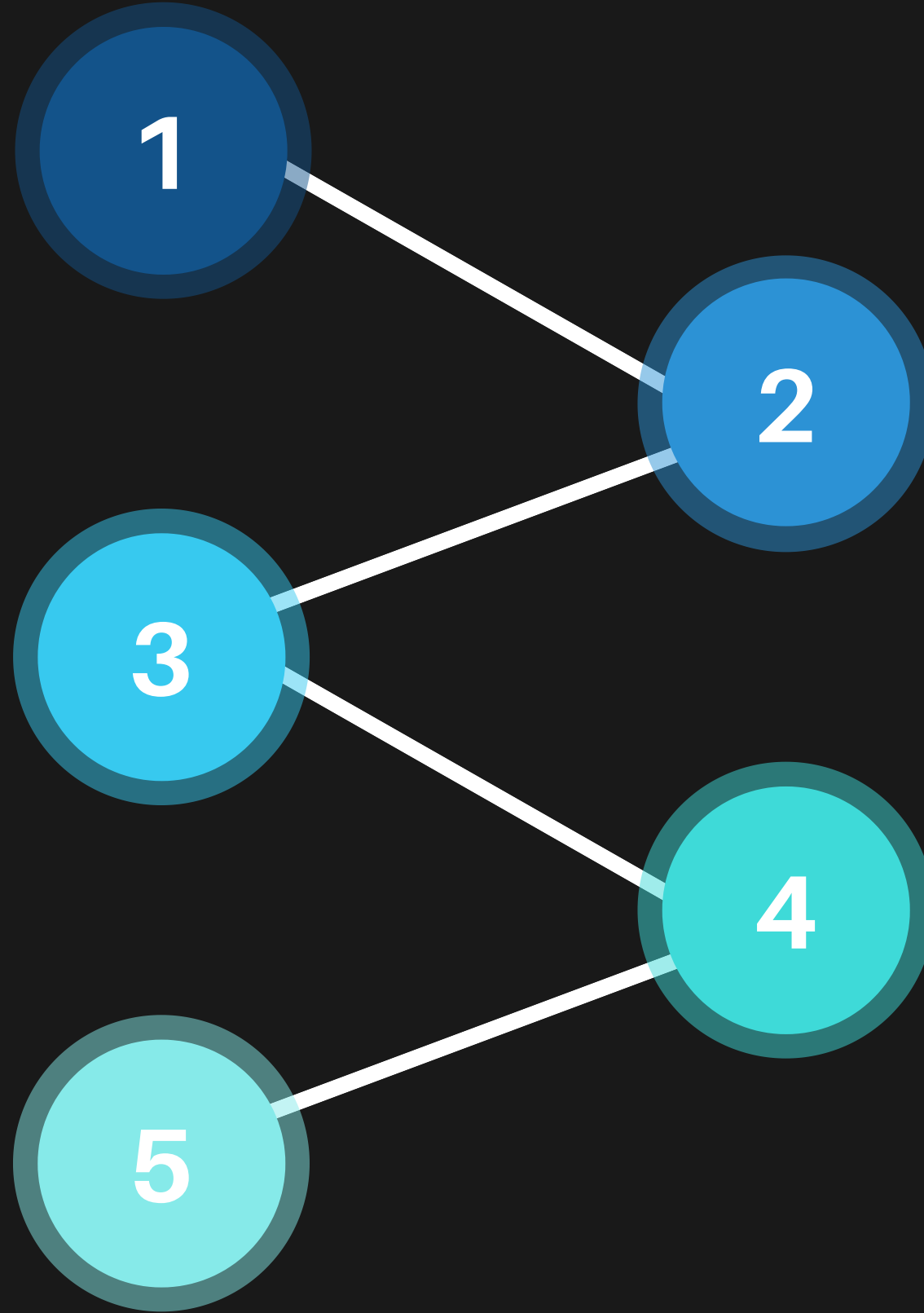
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4

Operationalize

Scale Up!

5



One example of what really happens

Wednesday – Got a Visit!

Mother needs food for her 5 children!

Got Angry: everyone saying, "It's not our job." Have you tried...

Saturday: Met with allies & Launched new process.

Help us stop children from going hungry, STARTING TODAY!

Sunday: Intervened with process and money.

Found away to provide grocery cards for families.

One example of what really happens

Mini-test Continues

Helped 20 to 30 families over nine months.

Community Conversations:

with stakeholders about the "problem" and "solution ideas"

Radical Principles Identified:

No limit set of how often we will help...

Design Team Formed

a team met to design the process/prototype.

"We were aligned on a vision to stop children from going hungry and to do what we could to ensure that it wouldn't reoccur."

One example of what really happens

Advisory Group Formed

Some from design team, others new.

Collaborative Funders Come Through

We never wrote a proposal.

Team is formalized:

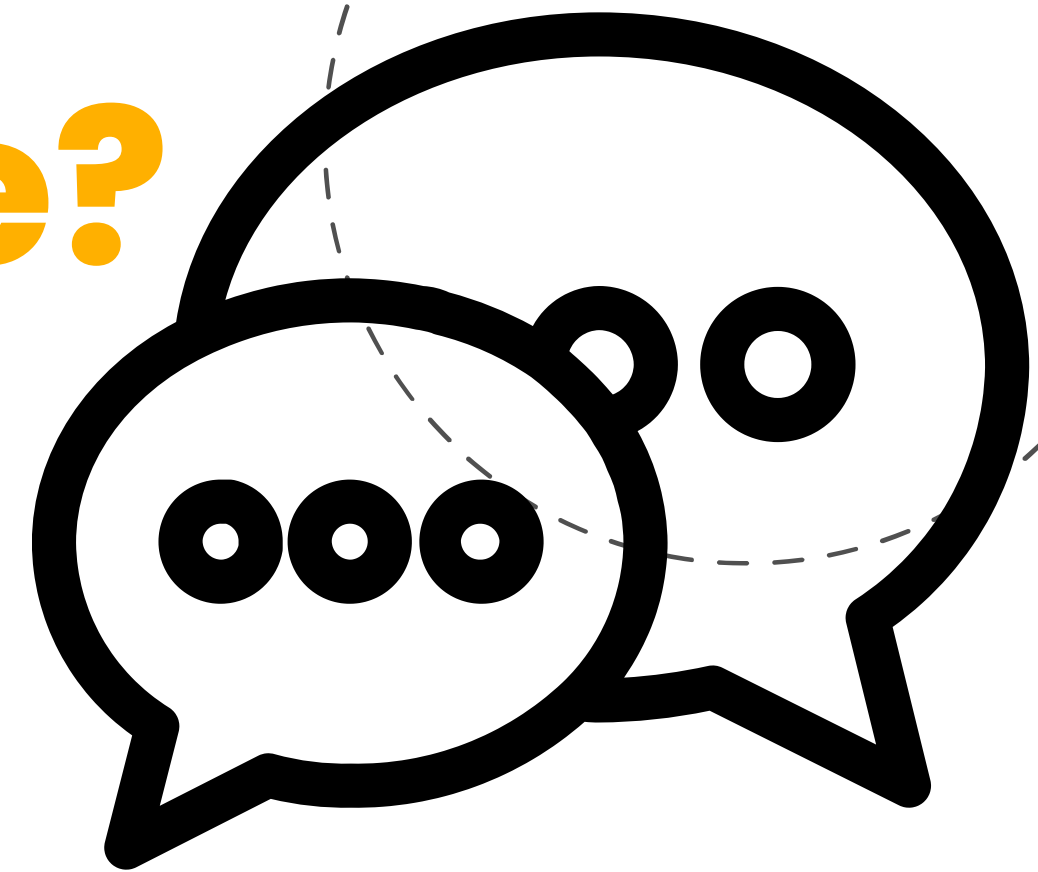
Leadership shifts - jobs shift - systems adapt.

Partners recruited & Results fuel more commitment:

Further testing while helping, program is embedded in the culture.

**"It took time to develop the prototype.
And more time to find the investors."**

What we don't innovate?



We don't have the time
or the money
to waste on
unproven ideas

Why risk it,
when we are
doing fine?

What's the point? Our
CEO will just do what
he wants anyway.

My manager says she
wants it, but her
response to my ideas is
always, "Yeh But."

Sure I want to, but my
job performance is
based on current
norms and operations.

We did an
innovation
workshop. Nothing
happened.

7 Considerations

01 Foundational Context

02 Got Trust?

03 Environment

04 Know-How

05 Commitment

06 Collaboration

07 Risk & Fail

Innovative BluPrint

Project Name

Challenge, Issue,
or Opportunity

Key Metrics

Why Statement

Audience

Potential Partners

The "WOW"

Unique Value Proposition

Budget

Channels

Unfair Advantage/Unknown/Assumptions

Community Impact

Challenge, Issue or Opportunity?

How do mission, vision, values serve as a catalyst for innovation?

What is the expressed need and urgency?

Key Metrics

Key activities you measure.

Examples: participants, cost, request for info, etc.,

Why statement

What is your big, audacious goal?

Unfair advantage

Can't be easily copied or brought.

"Finding good Unfair Advantages is very rare."

A decorative header consisting of a dark teal rounded rectangle with the word "Audience" in yellow. Above it are white geometric shapes: a hexagon on the left and a pentagon on the right, connected by thin lines.

Audience

Who are you targeting?

Decorative elements at the bottom of the slide, including several overlapping squares and rectangles in dark teal and yellow, some with white borders, arranged in a dynamic, layered fashion.

Potential Partners

Who are the stakeholders?

Who else is doing this?

Who else is interested in this?

The "WOW"!

The one insanely cool feature that everyone will rave about.

An unexpected burst of delight, satisfaction, or best of all, astonishment.

Unique Value Proposition

"A [program description] for [target audience] that [value statement] enabling [WOW FACTOR] unlike [existing alternatives]."

The top of the slide features a white background with a network of thin, grey lines forming hexagonal and rectangular shapes, resembling a circuit board or a data network.

Channels

How will you reach your audience?



Unknowns/Assumptions

**What are 2-3 things you wish
you knew?**

**What are 2-3 assumptions that
you are making?**

Budget Consideration

Cost to implement!

Think of the 4-T's

TIME | TALENT | TREASURE | TIES



Community Impact

What difference do you want to make?

What are your short, medium, long-term projected impacts?



Group Activity

Objective

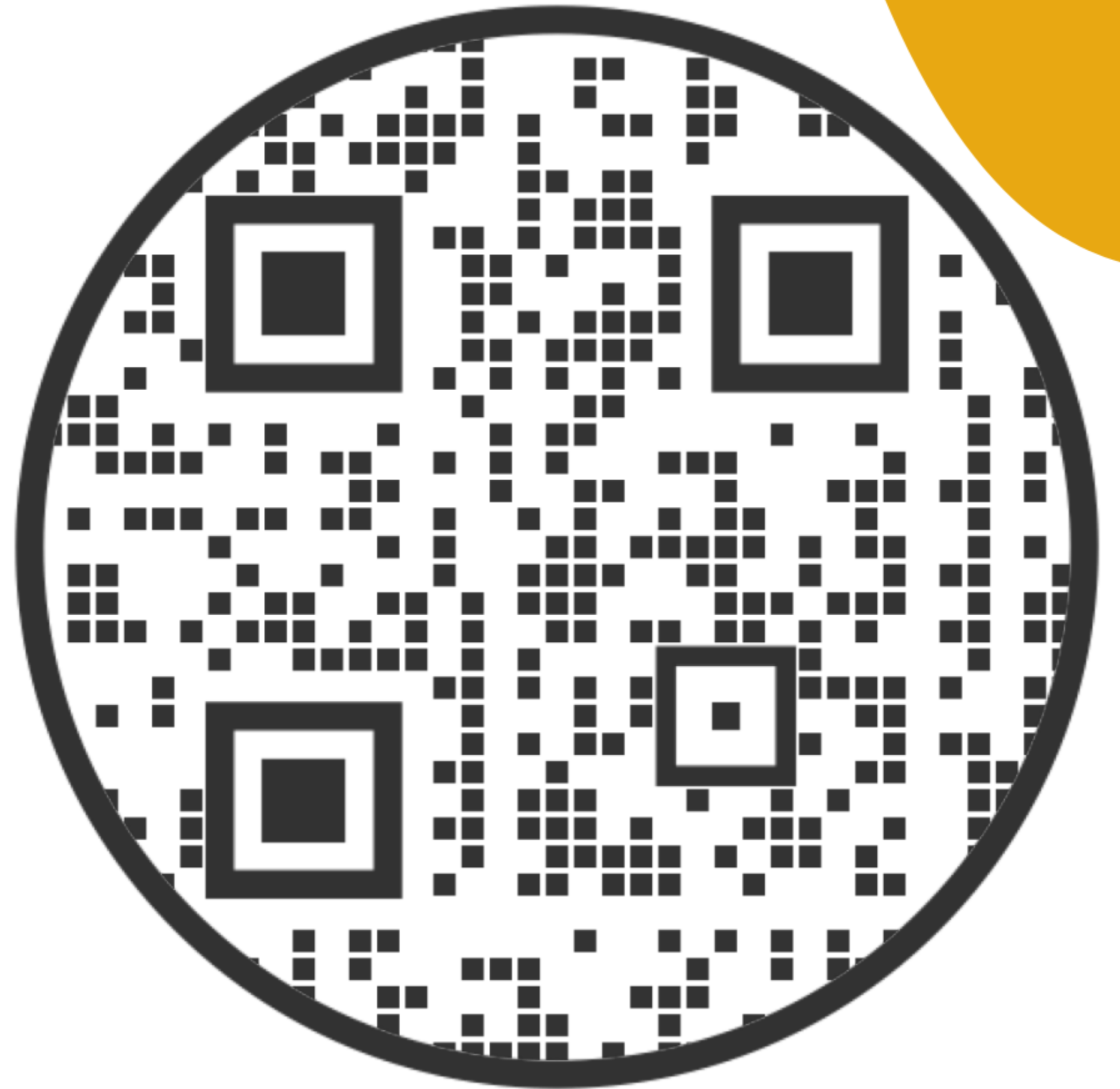
To create the first draft of a potential, project or idea you see.

THE ART OF

INNOVATION

**Skill-Building Experience
Workbook - Part 1**

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