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## Leading Innovation: Creating a Culture of Sustainability Workshop Presentation

Connie I. Reimers-Hild

*University of Nebraska-Lincoln*, [creimers2@unl.edu](mailto:creimers2@unl.edu)

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# Leading Innovation:

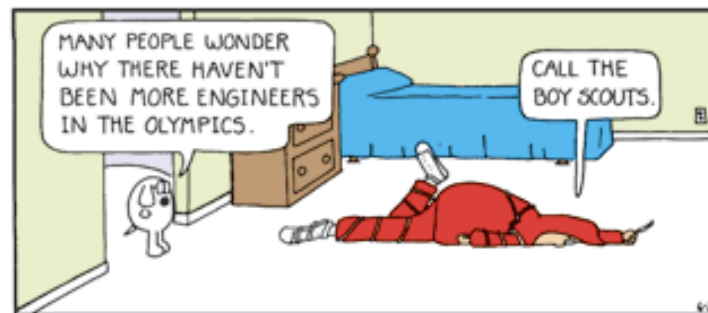
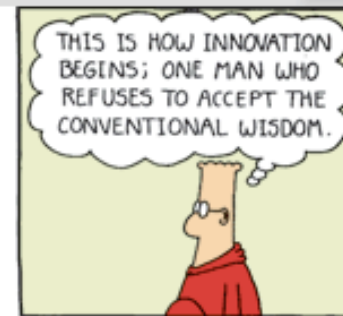
## Creating a Culture of Sustainability



Connie Reimers-Hild, Ph.D.  
University of Nebraska-Lincoln  
Kimmel Education & Research Center  
Nebraska City, NE  
[www.kimmel.unl.edu](http://www.kimmel.unl.edu)



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A photograph of a bright orange starfish with white spots, resting on a sandy beach. A gentle wave is washing over the starfish from the right. The background is a soft-focus view of the ocean and sky.

“The best way to predict  
the future is to invent it.”

- Dr. Alan Kay

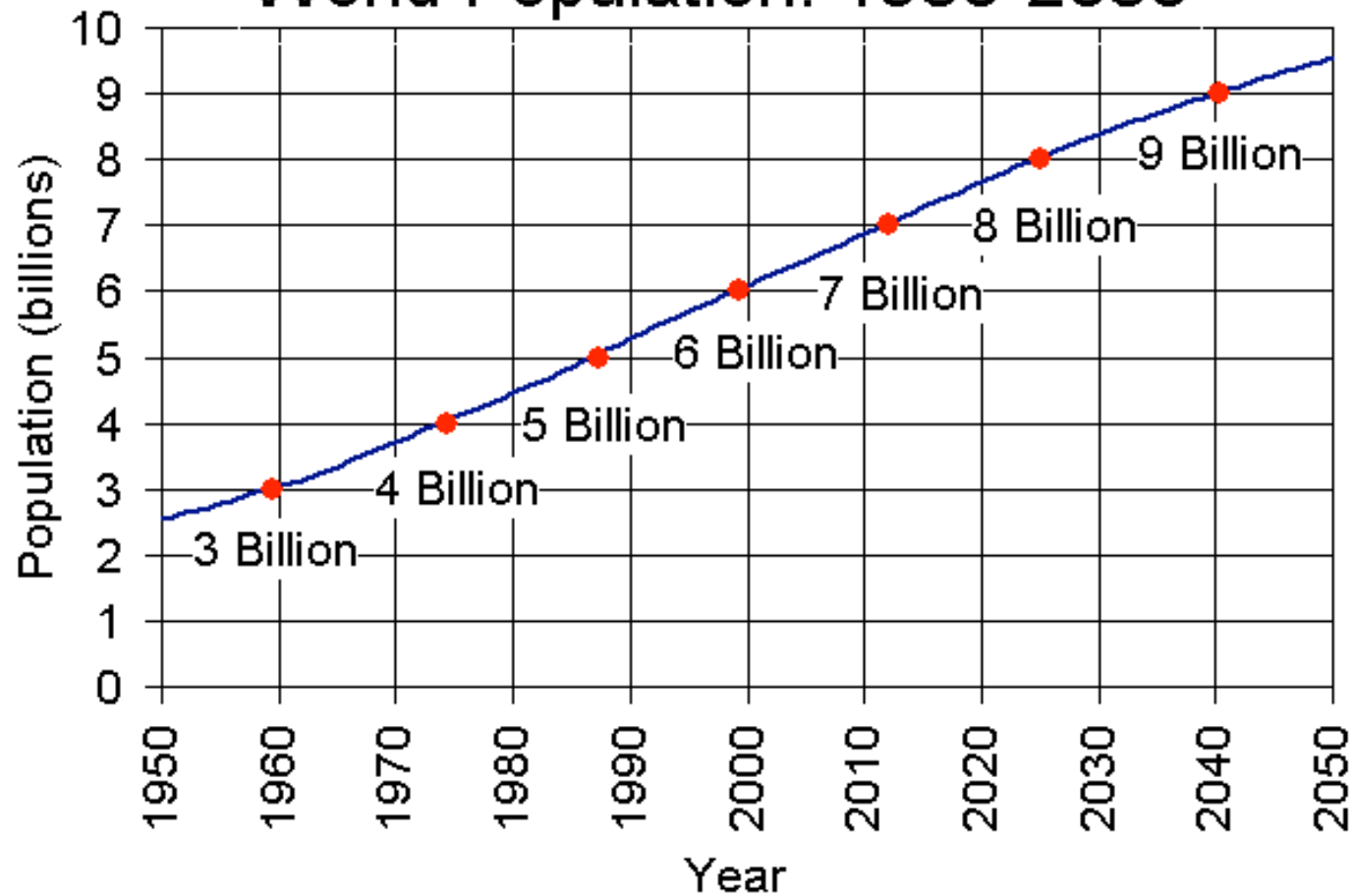
Inventor and Pioneer  
in the Computer  
Industry



## Objectives:

- Understand Creativity & Innovation
- Learn the “5 Rays of Innovation”
- Begin Your Innovation Journey with Tools You can Use!

## World Population: 1950-2050



Source: U.S. Census Bureau, International Data Base, December 2008 Update.



# Twentieth Century Innovations by Small US Businesses:

Airplane

Heart  
Valve

Zipper

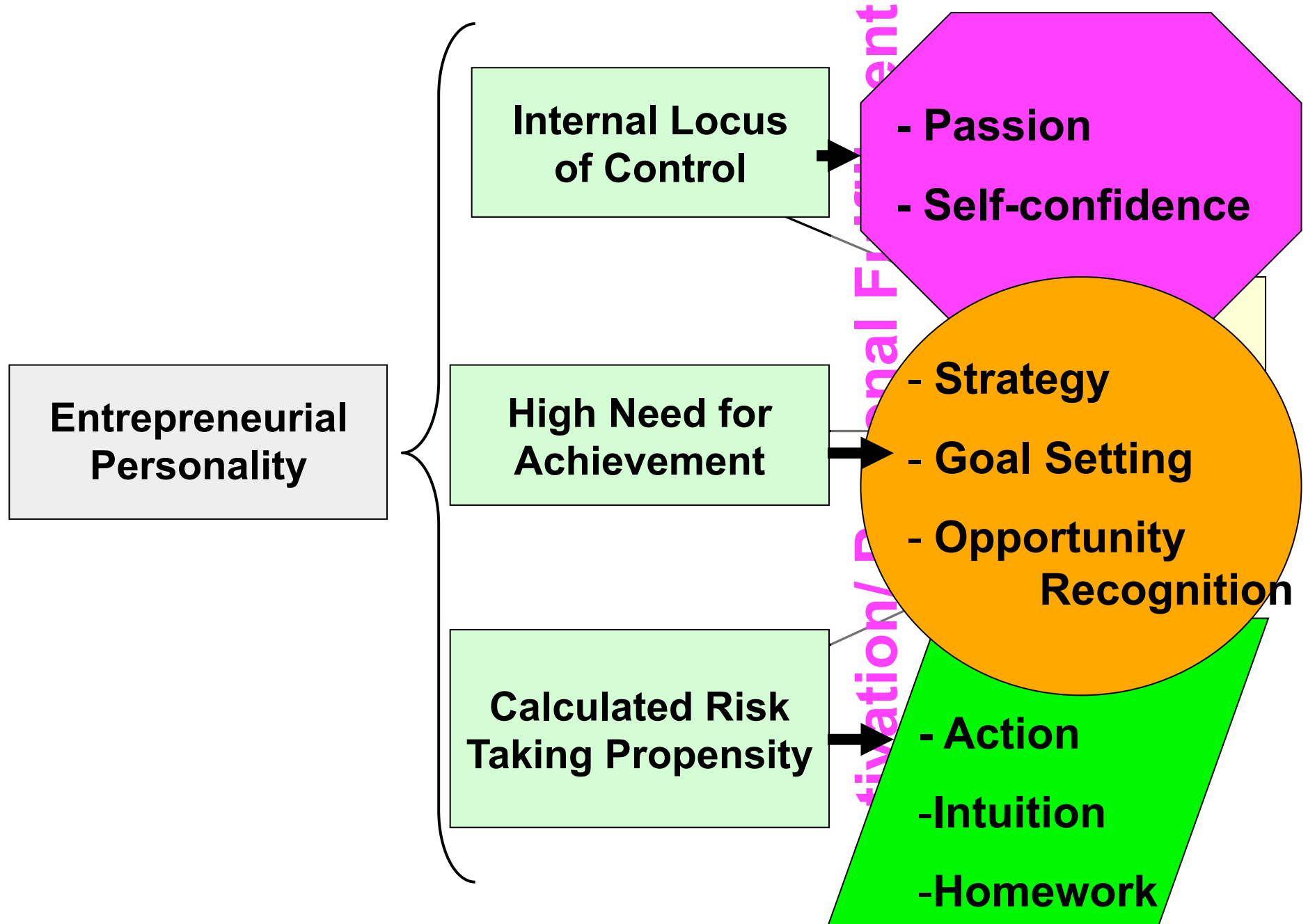
Soft Contact  
Lens

Personal  
Computer

Three starfish are scattered on a dark, wet sandy beach. The starfish are light brown with darker spots. The sand is dark and reflective, with some ripples visible. The starfish are positioned in the upper right quadrant of the image.

Innovation:  
is about coming up  
with new ideas,  
products,  
collaborations and  
services that can be  
USED!

Reimers-Hild, 2008





**Circle** the animal that best  
expresses your leadership style



I  
UNLEASHED MY  
*CREATIVITY...*



©2009 Junson

THEN MY  
CREATIVITY  
*RAN OFF*  
...AND HASN'T  
BEEN SEEN SINCE.



Three yellow starfish are arranged on a blue background. One is at the top left, one is at the top right, and one is at the bottom left. The text "When are you the Most Creative?" is overlaid on the image.

# When are you the Most Creative?

1. Time of Day
2. Activity

# When are you the Most Creative?

---

**25%** Burning the Midnight Oil

**44%** In the Shower

**58%** Forget Creative Ideas if they do not write them down



Fred

**I have just hired you as a  
consultant to help me  
take better care of Fred:**

---

- **Brainstorm for One Minute:**
  - List of all the Products, Services and Solutions You Could Offer
  - Use both Pictures and Words!



# Now, Work as a Team

---

- **Brainstorm in Small Groups:**
  - Name Your Business
  - List of all the Products, Services and Solutions your Business Could Offer



# Wrap it Up!

- What were the differences working individually vs. in a team setting?
- Were people encouraging or discouraging?
- Would you ever implement any of the ideas?





# Put on Your Leadership Cap

1) What obstacles might arise?

2) What catalysts could you create?

3) What strategies can you use to deal with continuous change?















# **Innovation 101:**



**What is It?**  
**Why is it Important?**

**Step 1:**



**Creativity**

**Step 2:**



**Innovation**

# Dr. Connie's "5 Rays" of Innovation



# Calibrate



- **Develop Your Inner Leader**
- **Be Honest about Your Strengths and Weaknesses**
- **Establish a Vision & Mission**
- **Implement Unique Innovation Strategies**



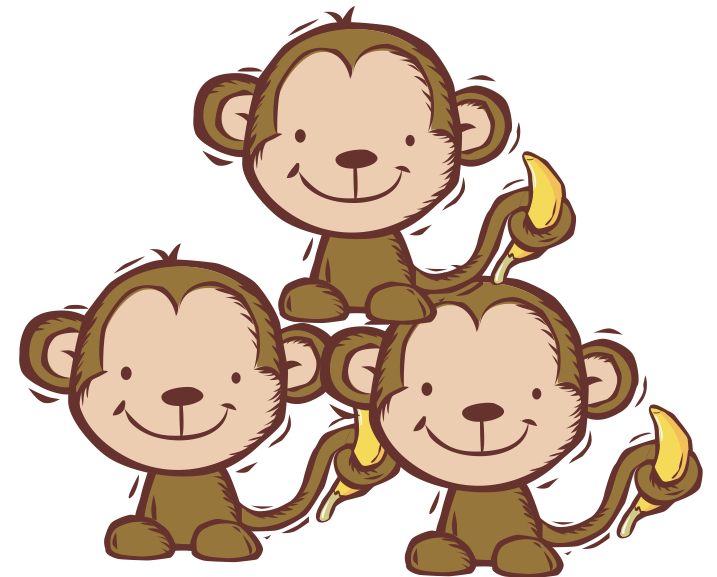
# Start Small and Simple...

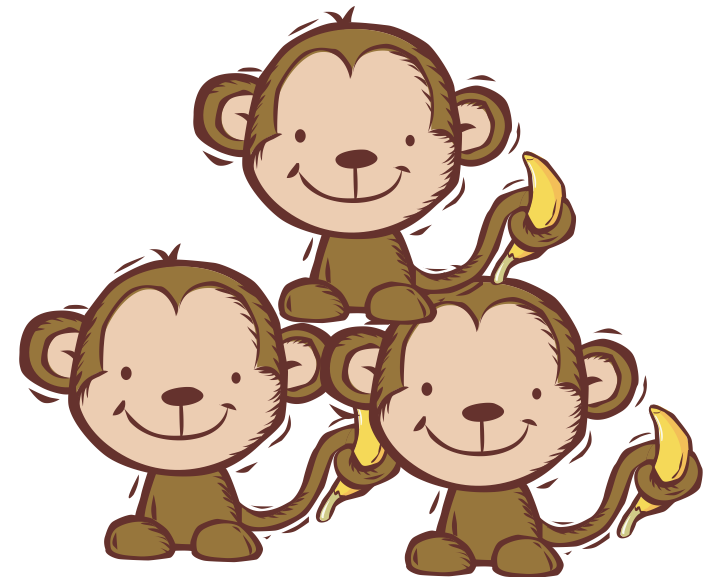


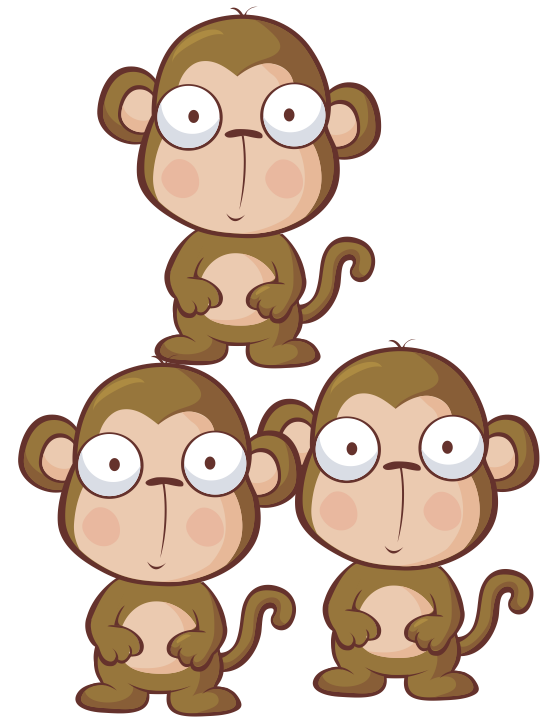
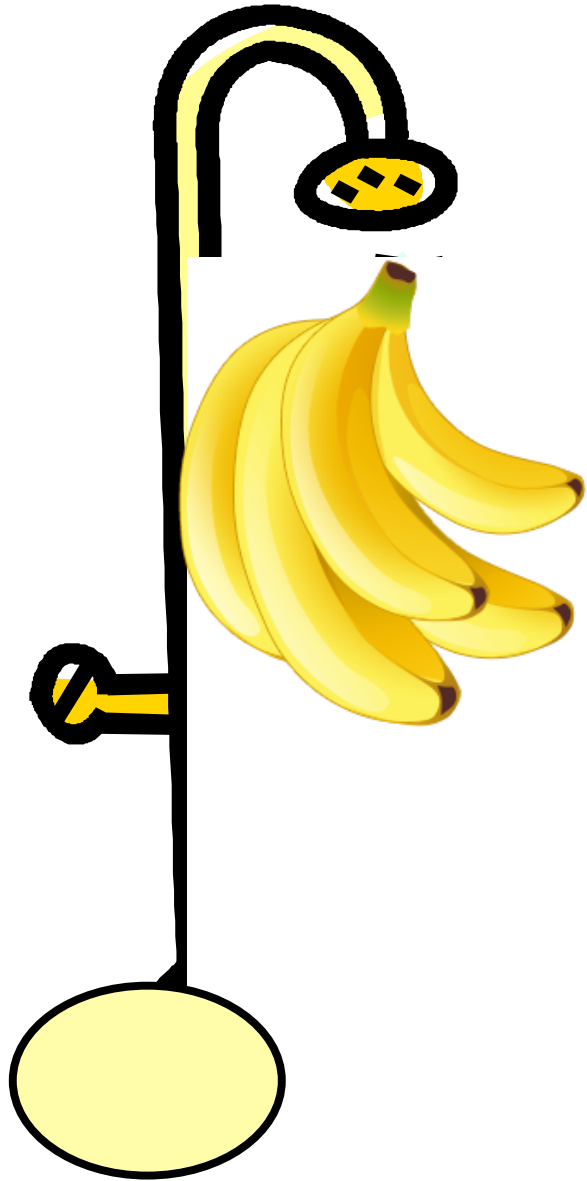
Many of history's greatest innovators failed numerous times and started small with big dreams...

**“I have always been driven to buck the system”**

**- Sam Walton, True Innovator  
and Founder of Wal-Mart**









**“If it makes sense to drill holes above the waterline of the ship, just do it.**

**But if you want to bore holes below the waterline so we might all sink if you make a mistake, check with the boss first.”**

**-Bill Gore, founder of Gore Associates**

**“Waterline Criterion”**





# **Collaborate**

- **Empower Others**
- **Invest in People**
- **Go Beyond Your Borders**
- **Openly Innovate**





**Innovation Should be an  
Open or Team Effort**



- 
- **Become Opportunity Obsessed**
  - **Create Catalysts**
  - **Remove Barriers**
  - **Establish Metrics**
  - **Look to the Future**
  - **Experiment**
  - **Have Fun!**

**Create**



# **Examining Trends**

**Part 2 of the NFB Olympics!**



- 
- **Discuss Innovation Strategies**
  - **Listen to Employees, Customers & Your Intuition**

**Communicate**





Wall

Info

NCAA

Domino's Poll

Domino's World

Chicken

Lunch Offer

Photos (1,254)

More ▾

About

Domino's Pizza is the recognized world leader in pizza delivery.

2,334,224

people like this

Likes

See All



Dominos Pizza-  
Missouri State  
University (538 S.



Domino's Pizza  
India

## Domino's Pizza ▸ Domino's Poll

Like

Food/Beverages

We want to know more than just what you think of our  
**NEW BONELESS CHICKEN AND WINGS**



# WHAT PEOPLE ARE SAYING



When is the best time to  
lick your fingers?

- ☐ After each wing.
- ☐ When all the wings are gone.
- ☐ Never. I prefer a napkin.

# **Dad, The Visitors Have No Skin!**





A photograph of a sandy beach with a starfish in the center. In the background, the lower legs and feet of a person wearing white pants and sandals are visible, standing on the sand. The scene is brightly lit, suggesting a sunny day.

“Tell me, and I will forget.

Show me, and I may remember.

Involve me, and I will understand.”

- *Confucius*



# **Celebrate**

- **Show off Your Success**
- **Reward Contributions**
- **Learn from Mistakes**
- **Have Fun!!**

# Billy Bob Teeth (billybobproducts.com)

Wall Of Stain Photo Gallery [page 1]

- > Teeth
- > Pacifier
- > Secure Smile
- > The Secret To Life
- > Boltz
- > Pens
- > Flair Hair Hats
- > Camo

Other Resources ▾

- > Press Articles
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- > Information
- > Contact Us
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- > Wholesale
- > Wall Of Stain Photo Gallery
- > Around The World

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1. Founders Jonah White (left), Rich Bailey (right) 1994

2. Lesson #1 "Learn Diplomacy"


3. Rich & Jonah Down on the Farm

4. White Trash X-Mas Down Under 1996



## Coaching Tips:

**How do Organizations  
Integrate Innovation into their  
Cultures?**



**“If your actions inspire  
others to  
dream more,  
learn more,  
do more and  
become more,  
you are a leader.”**

- John Quincy Adams,  
Sixth President of the  
United States



# Dr. Connie's "5 Rays" of Innovation



# **The “Innovation” Leadership Challenge**

Your group has been charged with  
Developing and Leading a New  
Innovation Strategy for Your  
Community.

What would Your Community’s  
Innovation Strategy Look Like?



# **The “Innovation” Leadership Challenge**

---

**Create a Visual Display of Your  
Leadership Strategy by Providing:**

**1. Written Description=Words**

**2. Visual Representation= Pictures**

# **The “Innovation” Leadership Challenge**

**Create a Visual Display of Your  
Leadership Strategy by  
Providing:**

- 1. How will you make your  
innovation strategy sustainable?**
- 2. What Barriers and Obstacles  
might Exist?**
- 3. What will Success Look Like?**






**“The Importance of  
LEADERSHIP  
should never be  
Underestimated”**

**-Dr. James M. Utterback**

**Professor of Management and  
Engineering at Massachusetts Institute  
of Technology**



**What will You do TODAY to  
start INNOVATING?**

Connie Reimers-Hild, Ph.D.

University of Nebraska-Lincoln  
Kimmel Education & Research Center  
5985 G Road  
Nebraska City, NE 68410

E-mail: [creimers2@unl.edu](mailto:creimers2@unl.edu)

Phone: 402-873-3166

Web: [www.kimmel.unl.edu](http://www.kimmel.unl.edu)



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