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Leading Innovation: Creating a Culture of Sustainability Workbook

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Leading Innovation:

Creating a Culture of Sustainability

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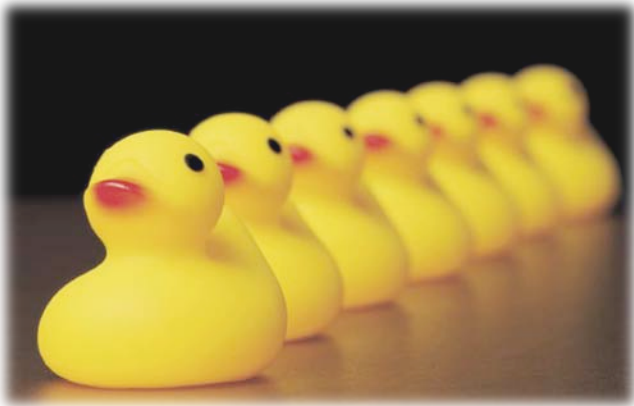


"The best way to predict the future is to invent it."

-Dr. Alan Kay, Inventor and Pioneer of the Computer Industry

Objectives of this Session:

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

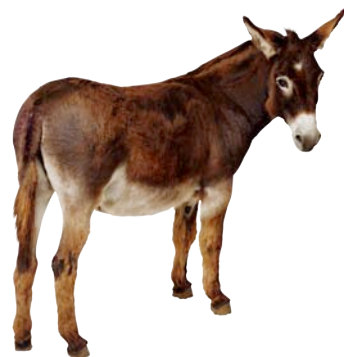


“The best way to have good ideas is to have lots of ideas.”

-Dr. Linus Pauling, Nobel Peace Prize in Chemistry, 1954

Getting Your Ducks in a Row:
Ideas, Notes & Thoughts

Circle the Animal that Best Expresses Your Leadership Style





When are You the Most Creative?

By: Dr. Connie

Creativity is an essential part of entrepreneurial behavior. Take a minute and answer the following questions:

(make sure to stimulate your right and left brain...draw pictures, write words, have some fun with it!)

1. What Time of Day are You the Most Creative?

2. What Activities get Your Creative Juices Flowing?



Meet Fred:

Fred is a very spoiled miniature wiener dog. He is like my son. When I leave in the morning, he is devastated. And, he explodes with excitement when I get home. I am determined to give him the best life possible and need help. I have just hired you as a consultant to help me take better care of Fred.

Now, Brainstorm for One Minute:

In the space below, list of all the Products, Services and Solutions You Could Offer:

(Remember, stimulate both your right and left brain by drawing pictures, writing words and having FUN!)

Time for Teamwork!



Brainstorm in Small Groups:

First, name your business: _____

Second, get creative. List of all the products, services and solutions your business plans to offer me:

(Note: Keep using words and pictures to stimulate both your right and left brain!)

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) Change will continue to happen, what are strategies you can use to deal with continuous change?





Innovation 101: Creating a Culture of Sustainability

Innovation has become an essential component for survival and success in the 21st Century. Globalization and the rapid rate of change have created a need for entrepreneurial activity, both inside and outside of new venture creation, that leads to continuous innovation.

"Thus a politician, a physician, a university professor or a ditch-digger may show all the components of entrepreneurial role behavior, even though his status is primarily not that of an entrepreneur."

-David C. McClelland, 1961, *The Achieving Society*

What is Innovation?

Why is Innovation so Important?

Building a Sustainable Innovation Strategy: Dr. Connie's "5 Rays" of Innovation



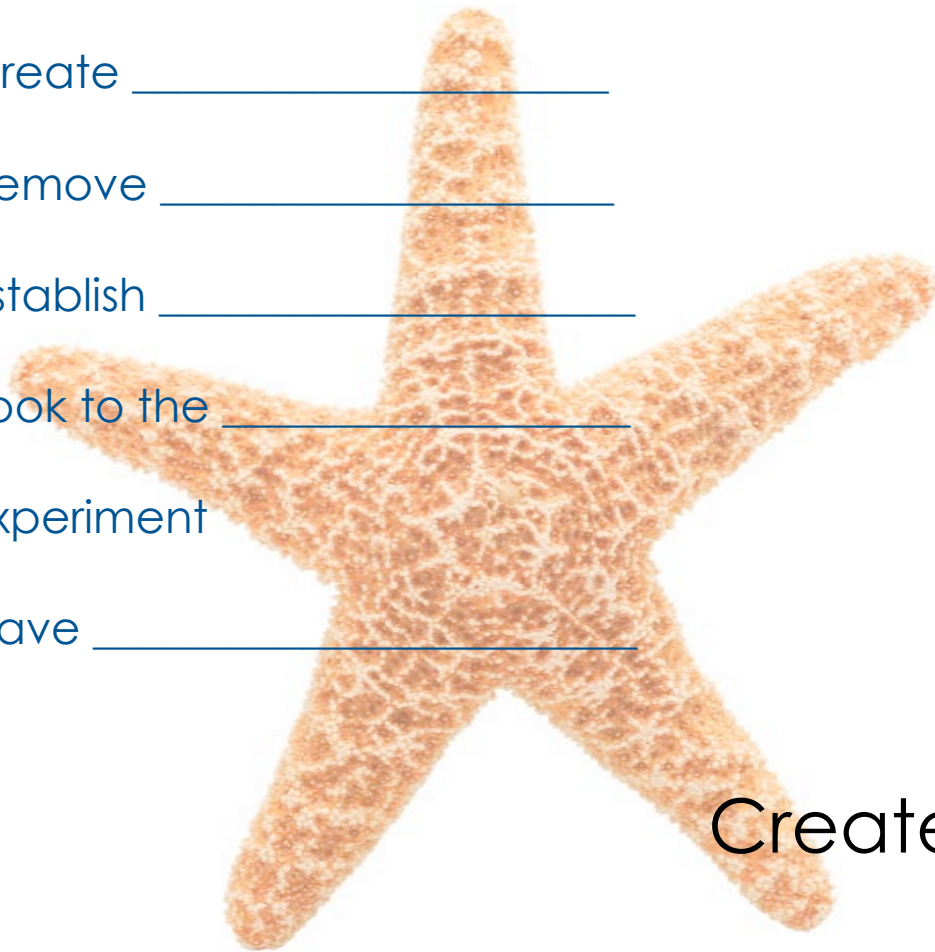
Calibrate

- Develop Your _____
- Be Honest About _____
- Establish a _____
- Implement Unique _____

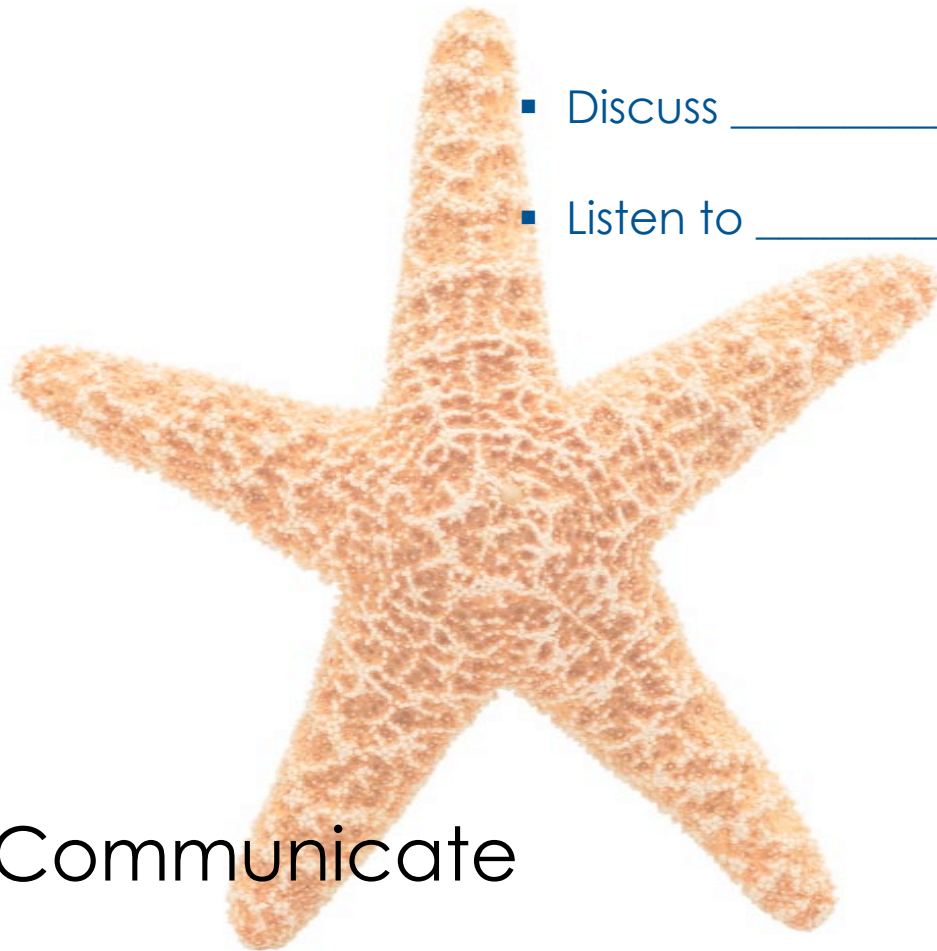
Collaborate

- 
- Empower _____
 - Invest in _____
 - Go Beyond Your _____
 - Openly _____

- Become _____
- Create _____
- Remove _____
- Establish _____
- Look to the _____
- Experiment
- Have _____



Create



- Discuss _____

- Listen to _____

Communicate

Celebrate



- Show off _____
- Reward _____
- Learn from _____
- Have _____



Coaching Tips:

Innovation should be integrated into all levels of an organization, and metrics should be established to measure innovation and its impacts on an organization. In most organizations, what gets measured, gets done (and rewarded!).

Organizations are Integrating Innovation into their Cultures by:

- Placing a Priority on Innovation
 - ✓ Strategic Planning with an Innovation Focus
 - ✓ Making it a Priority for all Employees
 - ✓ Educating Employees about Creativity and Innovation
- Hiring People at Top Levels of the Organization Dedicated to Innovation (ie: Chief Innovation Officer)
- Designing Workspaces and Group Activities designed to Stimulate Creativity and Innovation
 - ✓ Know When You are the Most Creative (your Employees and Colleagues Should Know this Too!)
 - ✓ Everyone should keep an Innovation Journal
- Holding Innovation Days, Jams & Contests (kind of a Science Fair for Innovation!)
- Hiring Innovation Coaches
- Creating Web-based Innovation Programs and Portals
- Providing Employees with Time to Spend on Outside Activities
 - ✓ Sometimes Working in other Areas or on a Variety of Projects Inspires Creativity and Innovation
- Having Fun
 - ✓ This is Important...Fun Stimulates Your Brain and Your Creative Abilities!
- Actively Participating in Open Innovation (especially important for microenterprises)
- Meeting Periodically to End Projects that are Not Working
 - ✓ Freeing up Resources for New Innovations



What will you do TODAY to start INNOVATING?

(Stimulate your right and left brain functions by 1) writing down words and phrases and 2) drawing pictures to get your creative juices flowing!

How can you GROW & SUSTAIN INNOVATION (create the domino effect)?





Coaching Tips:

Innovation Processes and Procedures should be:

- Unique-so they Fit the Culture of an Organization
- Part of a Strategic Plan that Integrates Innovation into the Core of an Organization
- Include Information on how to:
 - ✓ Identify and Remove Barriers
 - ✓ Create Catalysts
 - ✓ Focus on Sustainability (both economically and socially)
 - ✓ Measure Innovation
 - Quantitative Metrics
 - Qualitative Information
 - ✓ Tap into Diversity
 - ✓ Successfully Lead Change
 - ✓ Focus on the Future

"By embracing innovation, companies can redefine their industries, create new ones, and achieve a leadership position that dictates the rules of the game in their favor."

-Davila, Epstein & Shelton,
*Making Innovation Work: How to Manage It,
Measure It and Profit from It*



Leading Innovation

Your Leadership Inventory

1. In your opinion, who was the best leader you have ever encountered?

What made them the best?

2. On a scale of 1-5, how would you rate yourself as a leader?

I am not a good
leader

1

2

I am an O.K. leader

3

4

I am an AWESOME
leader!

5

Please explain why you rated yourself as you did:

How do you plan to improve your leadership skills and abilities?



Coaching Tips:

Develop Your Self-Awareness and Self-Confidence. Good leaders are keenly aware of their passions, strengths and abilities. They are also very self-confident. Self-confidence is an essential component of leadership. If you do not believe in yourself and what you are trying to accomplish, nobody else will either.

Developing Self-Awareness:

Look inward and continuously gain a greater awareness of yourself by:

- Journaling: What patterns do you notice about yourself? About your life?
- Examining Your Strengths:
 - What comes naturally to you?
 - What do you enjoy doing?
 - When do people come to you for assistance?
- Discovering and Rediscovering your Passions on a Continuous Basis
 - When are you the happiest?
 - When are you full of joy?
 - When are you the most creative?
 - When are you the most energetic?
- Staying Healthy: Taking care of Your Mind, Body and Spirit

To Develop Your Self-Confidence:

- Seek out a coach or mentor with the expertise to help you develop stronger self-confidence
- Explore your past and your present-are there people who have or are draining your self-confidence? If so, get rid of the old thoughts and the people standing in the way of your success.
- Don't be your worst enemy or critic
- Visualize your success...create a mental image of what you want to achieve
- Practice being more assertive...tell people what you really think!
- Develop a Personal Confidence Statement (PCS)
 - Repeat your PCS to yourself out loud several times per day.
 - Stand in front of the mirror when you say it, and repeat it with total confidence...over time, this practice will help grow your self-confidence!



Entrepreneurial Leadership: One Key to Leading Innovation

What is the fundamental goal of an Entrepreneurial Leader?

Entrepreneurial Individuals are innovative people who are open to change and recognize and pursue opportunities irrespective of existing resources, such as time, money, personal support, and/or technology.



*Entrepreneurial Leadership and Innovation are
Deeply Intertwined*

EXAMINING TRENDS

By: Dr. Connie Reimers-Hild

As an Entrepreneurial Leader, it is important to examine trends. Examine the table below.

What current trends can you identify at the local, national and international levels?

Write all the trends you can think of in the appropriate spaces below.

	Local	National	International
Current			
5 Years			
10 Years			

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?

(Note: It must include strategies for Continuous Innovation)

1. Written Description=Words

-Describe the Innovation Strategy you are developing for your business/organization

2. Visual Representation=Pictures

-Draw/Create the Innovation Strategy you are developing for your business/organization

Consider the Following Questions:

1. How will You make the Strategy Sustainable?
2. How will You Lead the Effort?
3. What Barriers/Obstacles Might Exist?
4. What will Success Look Like?

“I only want people around me who can do the impossible.”

-Elizabeth Arden, Cosmetics Icon and Serial Entrepreneur

Definition of Terms

Entrepreneur(s): A person or group who establishes and grows businesses. Some entrepreneurs employ others while developing new products, services and solutions.

Entrepreneurial Individuals: Innovative people who are open to change and recognize and pursue opportunities irrespective of existing resources, such as time, money, personal support, and/or technology.

Entrepreneurial Leaders: Leaders who have the ability to create an atmosphere of innovation while helping constituents (followers) themselves become more entrepreneurial.

Innovation: the process of coming up with new ideas, products, collaborations, services and solutions that can be used!

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My research has shown that Personal Fulfillment is one of the most important factors associated with success.

If you want to be more successful in your efforts to lead innovation, then contact me, Dr. Connie Reimers-Hild (creimers2@unl.edu), and schedule your next:

- ✓ Leadership program
- ✓ Innovation Retreat
- ✓ Individual or Group Coaching Session



Because you are what you innovate!

“The capacity for innovation-bringing imagination to bear to solve problems and respond to human needs-lies at the heart of success. Companies must find new ways to break out of the pack. Those that don’t will struggle in the marketplace.”

-Esty and Winston, 2006, *Green to Gold: How Smart Companies use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage*

Who is Dr. Connie?



Dr. Connie Reimers-Hild is one of the world's leading experts in entrepreneurial leadership and innovation. Her ground-breaking research explores the relationships between entrepreneurial individuals and leaders with a focus on innovation. Dr. Connie's cutting-edge work has earned numerous awards, including a Best Paper Award from the University of West Georgia's Distance Learning Administration Conference in 2005 and the Senior Faculty Holling Family Award for Teaching Excellence from the University of Nebraska-Lincoln (UNL) in 2009.

Dr. Connie is both an academic and an entrepreneur.

She leads the University of Nebraska-Lincoln Kimmel Education and Research Center's efforts to grow Nebraska's economy through her Extension programming in the areas of entrepreneurship, leadership and innovation.

Dr. Connie is also passionate about her consulting and coaching firm, *Wild Innovation*. Wild focuses on helping individuals, leaders and organizations develop 21st Century strategies for success through training, consulting and coaching.

In both her Extension and entrepreneur roles, Dr. Connie uses her research to develop customized programs for individuals, organizations and businesses focused on achieving sustainable success through innovation and leadership. Her clients range from the National Park Service and the United States Department of Agriculture Library Service to Nebraska Farm Bureau and microenterprises throughout Southeast Nebraska.

Before her position at Kimmel, Dr. Connie served as a Lecturer in the Department of Entomology at UNL where she co-developed and co-taught two courses, *International Plant Protection* and *Insect Biology*, advised distance learners, directed the activities of the department's distance programs and served as a consultant for the Worldwide Farmer-to-Farmer Program in Nigeria.

Dr. Connie holds a doctorate in Leadership Studies, a Masters of Science degree in Entomology and a Bachelor of Science degree in Natural Resources. She currently holds a Courtesy Appointment in the Department of Agricultural Leadership, Education and Communication at UNL.

Dr. Connie has written 40 publications and 7 workbooks on entrepreneurial leadership and innovation and has a great time speaking about her work at the local, regional, national and international levels (on too many occasions to count!).

Her rare blend of expertise provides her with a unique perspective on leadership in an era of globalization where knowledge, change, social responsibility, environmental sustainability and innovation are vital components of successful organizations.