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Innovation Begins with People: Leading with a New Lens

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Innovation Begins with People: Leading with a New Lens

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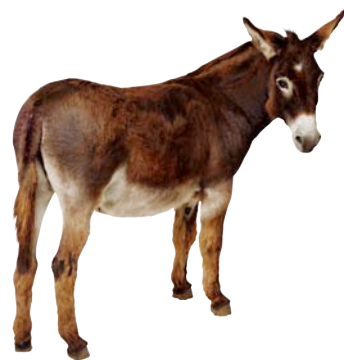
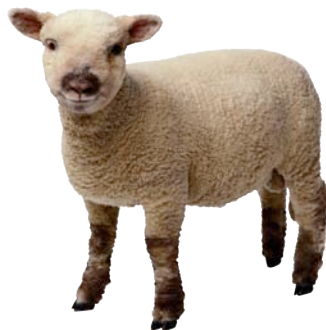
*"The best way to predict the
future is to invent it."*

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



Learning about You as a Leader:

Circle the Animal that Best Expresses Your Leadership Style





When are You the Most Creative?

By: Dr. Connie

Creativity is an essential part of innovation. 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?

Coaching Tips:

Innovation should be integrated into all levels of an organization, business or community. Metrics should be established to measure innovation and its impact. After all, what gets measured, gets done (and rewarded!).

Organizations are Integrating Innovation into their Cultures by:

- Placing a Priority on Innovation
 - ✓ Strategic Planning and Doing with an Innovation Focus
 - Establish Innovation Metrics and Reward Innovation
 - ✓ Making it a Priority for Everyone in the Organization or Business
 - This includes overall Well-being, Health and Vitality
 - ✓ Educating Everyone 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 (Everyone in the organization should know this about themselves!)
 - ✓ 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 and People 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 (get stakeholder, clientele and people at various levels of the organizations involved)
- Meeting Periodically to End Projects that are Not Working
 - ✓ Freeing up Resources for New Innovations

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
- Personally Fulfilling (to maintain motivation and sustainability)
- 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*

EXAMINING TRENDS

By: Dr. Connie Reimers-Hild, Ph.D.

When leading innovation, it is important to examine trends. Consider 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 Team has Been Charged with Developing and Leading a New Innovation Strategy for Community H2O. What would your Team’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 Organization H2O

2. Visual Representation=Pictures

-Draw/Create the Innovation Strategy you are developing for Organization H2O

Consider the Following Questions:

1. How will You make the Strategy Sustainable?
2. What Barriers and Obstacles might Exist?
3. What Catalysts can You Create?
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



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 in the World is Dr. Connie?

Dr. Connie Reimers-Hild is a thought leader and 80's hair band fanatic. Her groundbreaking research explores innovation with a focus on leadership and fun. 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 (a fun and interesting combination!).

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. Connie is also the new host of Market Journal. A television and web-based program dedicated to growing 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 consulting and coaching.

In both 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 businesses throughout the Midwest.

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 Human Sciences with a focus on 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.

Connie lives with her husband, two kiddos and two wiener dogs near Beaver Lake, Nebraska.