

“FREE THE GENIE”

Creating a Culture of Innovation



1. THE VITALITY “DRAG•ONS”

*Conditions that are a Drag on the Vitality
and Innovation of an Organization*

2. “THE POWER OF POSITIVITY”

Transforming the Culture and Attitude of your Workforce

3. “CREATIVE THINKING TECHNEQUES

How to Get Your Employees Out-of-the-Box

1. THE VITALILTY “*DRAG•ONS*”

Conditions that are a Drag on the Vitality
And Innovation of an Organization



THE DRAG•ONS

The Blah-Blah-Blob The Unspeakably Ugly The Political Chicken



The Idea Eater The Chattering Monkey The Well-Meaning Weasel



THE DRAG•ONS

The Blah-Blah-Blob



THE DRAG•ONS

The Unspeakably Ugly



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The Political Chicken



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The Idea Eater



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The Chattering Monkey



THE DRAG•ONS

The Well-Meaning Weasel



2. “THE POWER OF POSITIVITY”

Transforming the Culture and Attitude of your Workforce



The Costs of Negativity in Organizational America Today

- According to Tom Rath, Global Practice Leader for the Gallup Organization, their research shows that more than 22 million U.S. workers are “actively disengaged” or extremely negative in their workplace. These Gallup studies have gone on to estimate that this negativity has resulted in an estimated loss of more than \$300 billion dollars a year in productivity. And Rath says that this is a pretty conservative figure.

But How Can We Be Positive When Everything Is So Bad?

Let's just look at how bad it really is.....

- What are you angry about?
- What are you sad about?
- What are you afraid of?
- What's really hurt you over the past year?
- What have you lost?
- What's worse than it use to be?
- What do you wish would go away?
- What do you wish there was more of?
- What do you wish there was less of?

But How Can We Be Positive When Everything Is So Bad?

What do you notice.....

- It really sucks
- We all pretty much feel the same
- We're all in this together
- We might as well pull together and make the best of it
- You gotta deal with the hand your dealt or get out of the game
- Sometimes you get the Aces and Kings.....
and sometimes you get 2s and 3s



If People Are Most Productive When They Are Positive—Wouldn't It Make the Most Sense for Us to Come From a Positive Place Right Now?

- But can a person just make up their mind to be positive and then they will be positive? Is it really just a choice?


.....**ABSOLUTELY!**




The Story of Norma and Ruth

Life Outside the Womb is 50/50: You Decide How To Deal With It

- Strategy I: (The Strategy Employed By All Children and Many Adults):
“Try to keep the “Good” around as much as possible, and avoid the “Bad” at all cost.”
- Strategy II: (The Strategy Employed By Adults who want to be like Norma and want to be happy whether it rains or it shines):
“Take the “Good” with the “Bad” and understand that this is all part of the cycle of life and that whatever it is now, it is going to switch, and that you are very capable of handling both, in fact, you get better at handling both all the time.”



So, What Can You Do At Your Workplace To Foster Positivity and Thereby Increase Productivity?



So, What Can You Do At Your Workplace To Foster Positivity and Thereby Increase Productivity?

Likes

Concerns

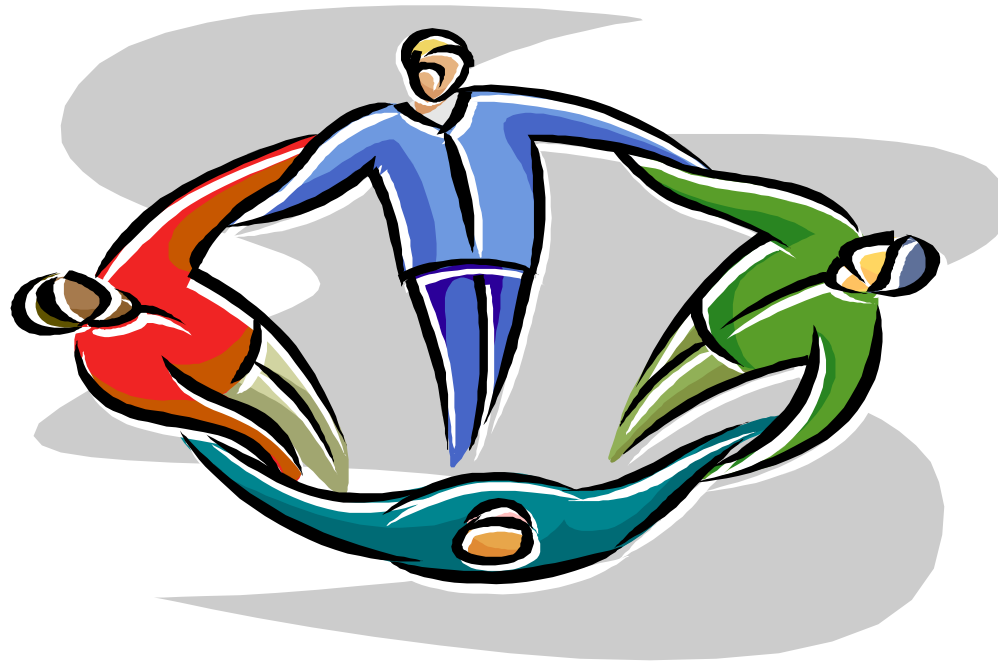
Suggestions

So, What Can You Do At Your Workplace To Foster Positivity and Thereby Increase Productivity?

- Communicate, Communicate, Communicate!
- Do an inventory like I showed you today
- Introduce and teach the L-C-S feedback model to everyone!
- Model positivity yourself: it's infectious!
- Catch people doing things right and praise them
- Start celebrating everything you can
- Vision and plan for a bright future
- Rally everyone around that common vision
- Start treating everyone with dignity and respect

3. “CREATIVE THINKING TECHNEQUES

How to Get Your Employees Out-of-the-Box



Qualities of a Creative Thinker

- **Moves**
- **Reflects**
- **Makes New Connections**
- **Entertains the Fantastic**

Creative Thinking Technique #1:

“Making New Connections”

- **Form the problem into a “How Can We...” (HCW) Question**
- **Make a list of unrelated nouns**
- **One person picks a word from the list and comes up with a (silly) answer to the question, using that word**
- **Everyone in the group now riffs and builds upon the first (silly) idea, until they get a good idea**

Creative Thinking Technique #2:

“Wish, Wild Wish, Fantasy”

- Form the problem into a “How Can We...” (HCW) Question
- First person answers the question by making a Wish
- Second person, one-ups the first person, by making a Wild Wish
- Third person goes even one better—up-ing the ante by offering a Fantasy answer
- Now the group finds the Underlying Principle (UPs) in the Fantasy answer, that is, the parts of it that are good and worthwhile
- Then by using the UPs, the group brainstorms a good idea

Brainstorming Tools #1:

“Carousel Brainstorming”

- **Put Questions or Discussion Topics on 4-6 Flip Chart stations around the room.**
- **Divide the group into 4-6 small teams. Each team starts at one of the Flip Chart stations, and writes answers (using a Sharpe pen) to the question at their station.**
- **After a couple of minutes, the leader moves all the teams, one station clockwise around the room, to the next station.**
- **This process continues until everyone in the room has had a chance to answer every question.**

Brainstorming Tools #2:

“Rapid Fire Brainstorming”

1. **GO WIDE:** Lots of post-its, no side-talking, no story-telling, no judgments, have fun
2. **CLUSTER:** Arrange/organize all the post-its into categories or clusters
3. **PICK THE BEST CLUSTER & GO WIDE AGAIN:**
Choose the most promising cluster; then the whole team focuses on brainstorming more ideas in that category
4. **REFLECT:** Take 5 minutes to be by yourself and think about the question alone
5. **GO DEEP:**with the promising ideas. Put the promising ideas together into a “program.” Put the meat on the bones, fill things out, drill down, and go deep—put the bells & whistles on
6. **WRITE-UP THE IDEA:** Idea Name, Description, and Benefits