UNLEASHING A CULTURE OF INNOVATION

3 Principles for Unleashing Innovation

FOSTER CREATIVITY

CREATE CONNECTEDNESS

INCUBATE IDEAS

in·no·va·tion
/inəˈvāSH(ə)n/

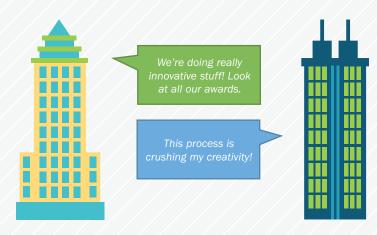"The introduction of something new; a new idea, method or device…"

…that adds value.

cul·ture
/kəlCHər/

"The beliefs, behaviors, and values developed by an organization's leaders that are acted out in day to day work."

Which statement sounds more like your organization?

We're doing really innovative stuff! Look at all our awards.

This process is crushing my creativity!

It's a myth to think that your organization is EITHER innovative or not, but it's important to keep perspective. Do you understand how people perceive your company and know areas to grow?

HOW TO USE THIS WORKSHEET

Whether you lead a team, department, or organization, unleashing your culture of innovation starts with a conversation. Here's how to use this worksheet to foster dialogue with your team to identify strengths and opportunities to improve.

1 **Reflect** on how your organization is doing for each principle using the scale.

2 **Share** the worksheet with a few of your colleagues at the executive and staff level to complete.

3 **Find time** to compare notes and explore any differences. Don't worry about solving any problems yet; just listen to understand.

4 **Identify** your top strengths and priority opportunities. Then, ask your team, "How might we…?" questions. Model trust and embrace new ideas!

Rate each item based on the following scale:

1. That's not us at all!
2. Not really my company
3. We're not great but we're not bad.
4. Sounds a lot like my organization
5. That's definitely us!

Presented by Greg Harmeyer, CEO and Dustin Shell, Director of Innovation

TiER1
PERFORMANCE SOLUTIONS

FOSTER CREATIVITY

It's the price of entry and kind of messy.

Add up your scores and use this score key to see where you fit:

Not really creative	16 – 31
Sometimes creative	32 – 47
Decently creative	48 – 63
Pretty darn creative	64 – 79
Super creative	80

Disclaimer: This is anecdotal, not scientific. Use it to start a conversation!

	My rating	Executive rating	Staff rating
Developing Teams			
Creativity is a trait that is evaluated as a part of the hiring process			
We focus on the individuals that make the best team, not the best individuals			
We intentionally bring in diverse perspectives even when there isn't a clear role in the project			
We hire non-traditional employees with diverse backgrounds			
Encouraging Self-Expression			
Individuals are not rigidly held to a specific job description			
People feel comfortable being themselves at work			
We provide and support multiple creative mediums			
New ideas yield lots of conversations and a new found energy			
There is laughter and noise in the workplace regularly			
The status quo is regularly challenged			
Tolerance of Messiness			
Free thinking and experimentation are valued			
The non-negotiable boundaries are clear			
The sandbox within those boundaries is encouraged			
Time for creativity is incorporated into our processes and projects			
Failure is valued and encouraged			
Processes and deliverables allow for fast failure			
Totals			

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TiER1
PERFORMANCE SOLUTIONS

CREATE
CONNECTEDNESS

Openness plus trust.

Add up your scores and use this score key to see where you fit:

Not really connected	18 – 35
Sometimes connected	36 – 53
Decently connected	54 – 71
Pretty darn connected	72 – 89
Super connected	90

Disclaimer: This is anecdotal, not scientific.
Use it to start a conversation!

	My rating	Executive rating	Staff rating
People to People			
We invest in activities and strategies that foster trust (with employees, clients, and vendors)			
We create forums primarily for the purpose of connecting people			
Employees are viewed as persons not assets			
Strong friendships exist across our employees, regardless of level			
People to Ideas			
Our leadership embraces the responsibility of connecting ideas to the right people			
Employees have a virtual place to share ideas and tacit knowledge			
There are open forums for people to express ideas and get input from others			
We seek out new perspectives from outside our organization to consult, brainstorm, or present			
Ideas to Ideas			
We have technology that helps ideas find each other and connect organically (social intranet and met tagging)			
Our leaders facilitate the connection of ideas			
Ideas and information flow freely across functions and departments			
There is regular cross-pollination across the organization			
Our communication system is effective at helping people know what others in the organization are doing			
We are participating in global conversations (formally and informally)			
Physical Space			
Our space is a physical representation of our stated values			
Our space promotes formal and informal connections			
People from all parts of the organization "run into" each other because of the design			
The space promotes creative collaboration			
Totals			

TiER1
PERFORMANCE SOLUTIONS

INCUBATE IDEAS

The slow process of connecting ideas to value.

Add up your scores and use this score key to see where you fit:

Not an incubator	11 – 21
Sometimes an incubator	22 – 32
A decent incubator	33 – 43
A darn good incubator	44 – 54
Super incubator	55

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Use it to start a conversation!

	My rating	Executive rating	Staff rating
Keeping Ideas Alive			
"Raw" ideas are met with energy, not resistance			
Employees are encouraged to continue to			
There are systems and tools in place that keep undeveloped ideas in discussion			
An abundance of ideas is viewed as necessary, not a distraction or lack of focus			
Coaching to Value			
Leaders feel a responsibility for helping people shape their ideas			
Mentorship discussions focus on connecting the work to the end customer, not just personal development			
Leaders are willing to connect their staff to other leaders for mentorship, guidance and input			
Employees are regularly educated and informed about the bigger picture of the company and where it's going			
Sponsoring Ideas			
Leaders develop strong networks			
Leaders provide forums for ideas to surface and grow			
Leaders become champions for individuals' ideas and help connect them to areas of the business where they can have an impact			
Totals			

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