



Leadership Training for Managers (Live Online)

Session 2A: Apply the Innovation Process

Session 2B: Demonstrate the Planning Process

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******Review Kodak Article******

**Dale
Carnegie®**

Apply the Innovation Process

Learning Objectives

- Become proactive instead of reactive in change management
- Recognize and encourage idea fluency
- Facilitate an Innovation Process for problem solving and continuous improvement
- Create a safe environment for the exchange and flow of ideas



Article Review

In 1975, this Kodak employee invented the digital camera. His bosses made him hide it.



What is disruption?

What is your perception of innovation in the workplace?

How big of a change would equal an innovation?

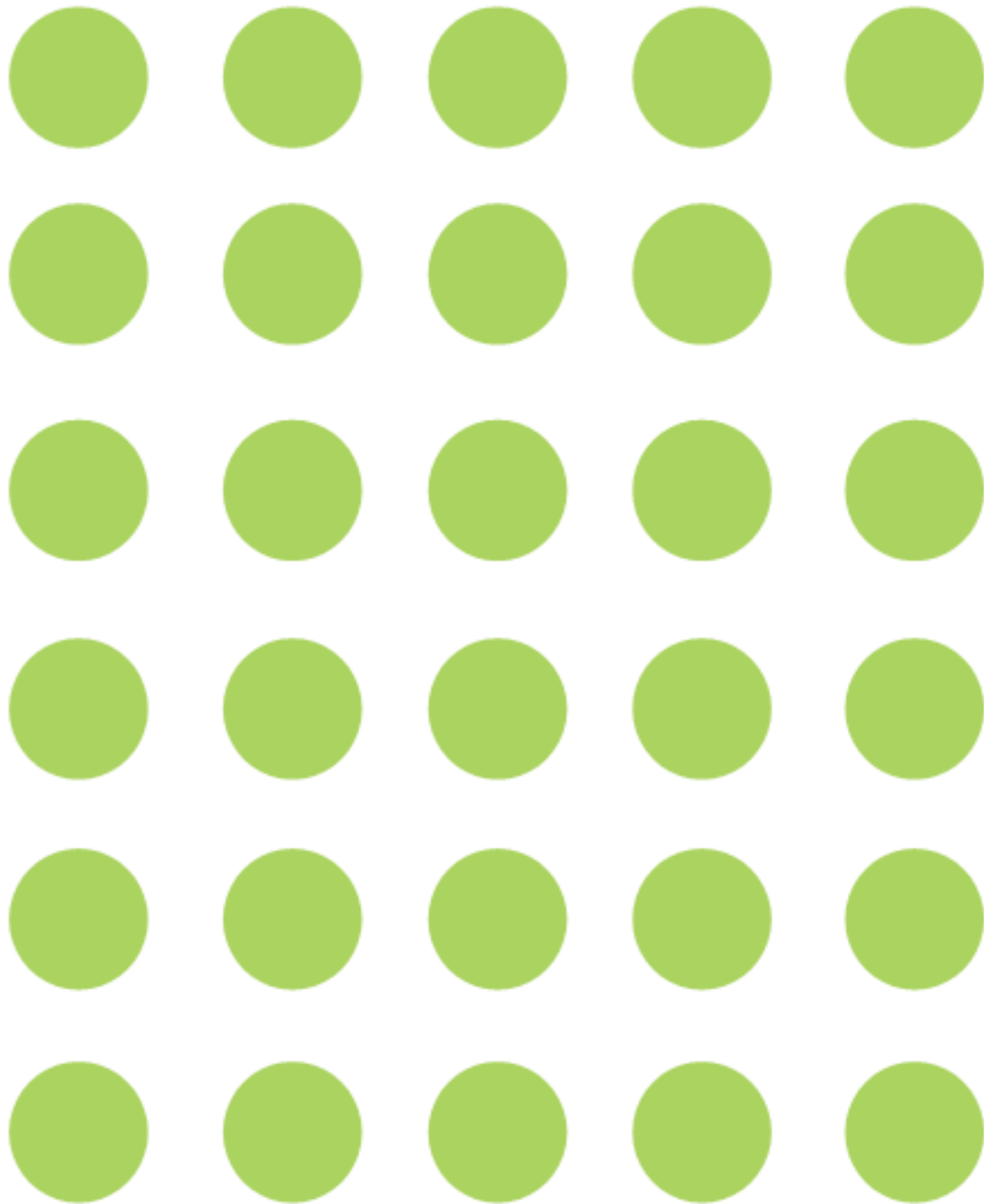
Three Simple Concepts of Innovation

1. Idea Fluency
2. Innovation Direction Decision
3. Idea Generation & Judgment





Exercise:
Items that
are Round

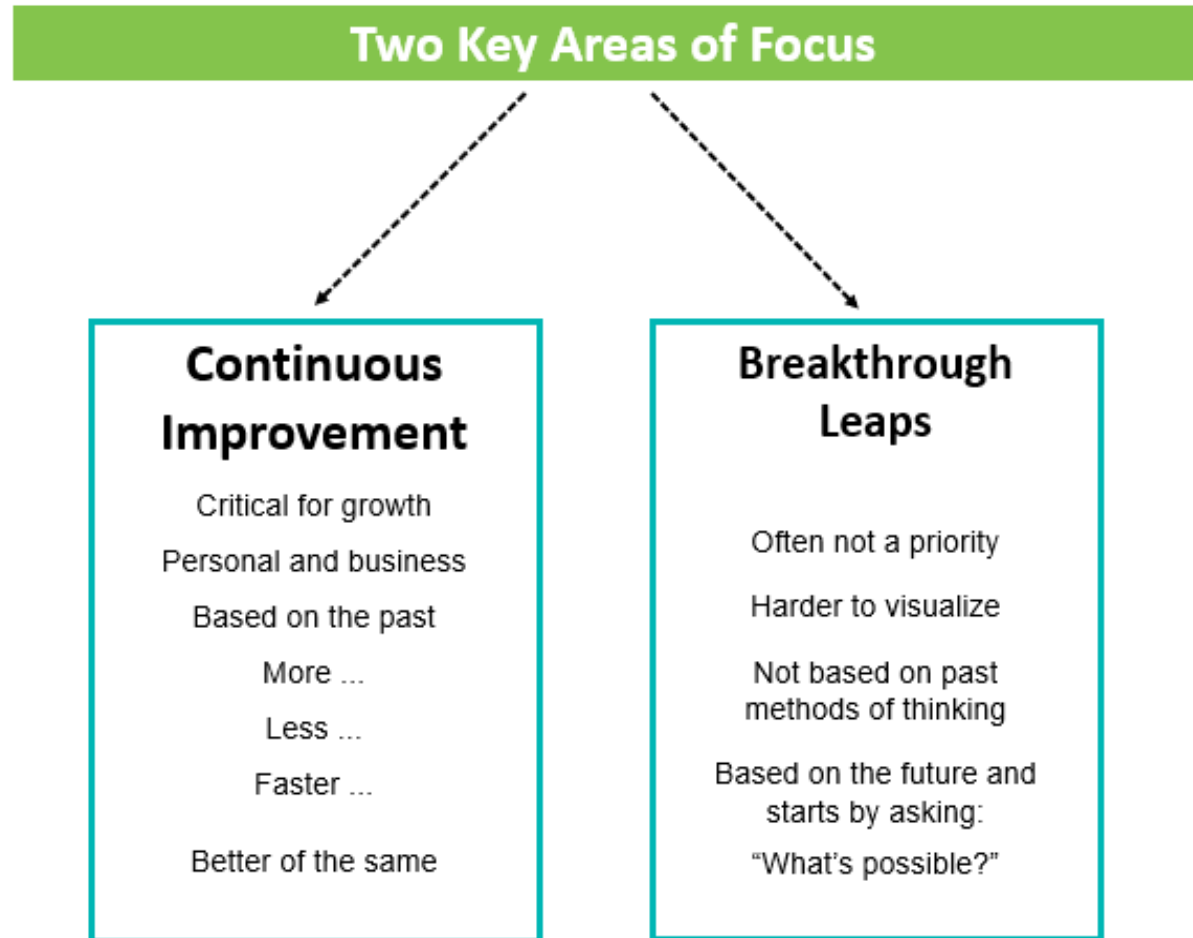


Innovation Concept #1 – Idea Fluency

Idea Fluency

The ability to come up with many ideas in a short time while deferring judgement.



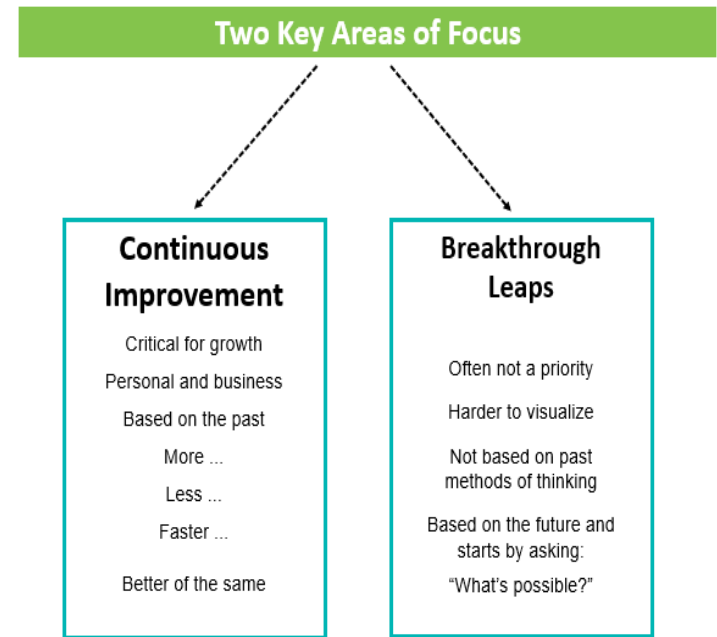


Innovation Concept #2: Innovation Direction Decision

Continuous Improvement



Breakthrough Thinking



Innovation Concept #3 – Idea Fluency

How is Brain Storming done at your company?

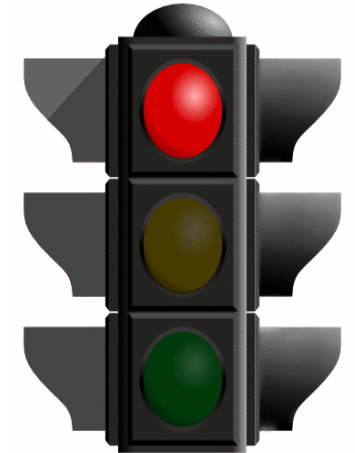


“Green-Light Thinking”



- Deferred judgment
- Brainstorming
- Focus on quantity
- Idea fluency

“Red-Light Thinking”



- Judicial
- Decision-making
- Follows Green-Light
- Focus on quality

The Key: Always separate them!

Numbers Exercise

17	61	1	65	37		18		38	30
	41		73	21	74	10	58		
81	53		57	49	47	82	62		
	45								66
25	13		77		34		54		6
29				5		2	78	14	
					42				
69		33		9	26		22	70	50
8	60				11		27		7
		72		28					
20	36		64	44	35	43			
	68			24	67	19		75	
4	52	23					83		59
			76				39		
16	32		56	40	63	55		15	
48	84		80				47	71	
	12				31	3	23		79
									51



Numbers Exercise

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	68			24	67		83		59
4	52	23					39		
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The 9-Step Innovation Process

Innovation Process

- 1. Visualization** -----> Picturing the “Should Be” (ideal future)
- 2. Fact finding** -----> Determining the “As Is”
- 3. Problem/OFI finding** -----> Identifying & prioritizing
- 4. Idea finding** -----> “Green-Light thinking” for ideas
- 5. Solution finding** -----> “Red-light thinking” to determine best solution
- 6. Acceptance finding** -----> Gaining approval and support
- 7. Implementation** -----> Putting solutions into action
- 8. Follow-up** -----> Monitoring implementation
- 9. Evaluation** -----> Identifying and assessing end results



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Fact Finding Exercise

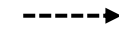




The 9-Step Innovation Process

Innovation Process

1. Visualization



Picturing the “Should Be”
(ideal future)

2. Fact finding



Determining the “As Is”

3. Problem/OFI finding



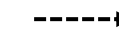
Identifying & prioritizing

4. Idea finding



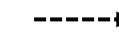
“Green-Light thinking”
for ideas

5. Solution finding



“Red-light thinking” to
determine best solution

6. Acceptance finding



Gaining approval and
support

7. Implementation



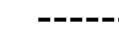
Putting solutions into
action

8. Follow-up



Monitoring implementation

9. Evaluation



Identifying and assessing
end results

Innovation Project Example

Radiology Service - Site Supervisor

Found an additional \$250k per year by:

1. Adding one appointment per day.
2. Recapturing 10% of no-show appointments

** Researched and showed documented proof that the additional revenue exceeds incremental costs*





A Parting Thought

***“By all means take thought for the tomorrow,
yes, careful thought and planning and
preparation. But have no anxiety.”***

- Dale Carnegie

Thank you!



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Leadership
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Presentation
Training



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Training



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Org Development
Solutions

