5 Skills for Turning Ideas into Innovations

Greg Roth
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The Idea Enthusiast LLC
One slide about me
3 insights about new ideas

New ideas don’t need to take ‘forever’

New ideas need tangible discussion

New ideas rarely start out ‘ready’
How too many people come up with “ideas”
What does it mean to be an Idea-Driven Organization?

Discover

Diverge

Debate

Develop

Demo
The 5Ds of a Creative Sprint

A flexible 5-step process of skills for new ideas
Develop a full understanding of the problem
“Knowing the answers will help you in school. Knowing how to question will help you in life.”

Warren Berger, Author
“A More Beautiful Question”
Innovation Questions

Why?

How?

What if?
EXERCISE:
Your new member welcome video got high marks from the Board, but isn’t being viewed consistently.

Ask only questions (5 mins)
Use divergent thinking to individually explore potential ideas
What are alternative uses for a brick?
DIVERGE

CREATE CHOICES

MAKE CHOICES

CONVERGE
“The best way to have a good idea is to have a lot of ideas.”

Linus Pauling, chemist
Winner of 2 Nobel Prizes
EXERCISE:
How can you “delight” a new member at the 30-day mark?

Come up with X# distinct ideas (5 mins)
Use short bursts of debate and critique to strengthen and select
DIVERGE

CREATE CHOICES

CONVERGE

MAKE CHOICES
“You want the initial ideas to be compact, like an elevator pitch for a two-story building.”

Brian Janosch, former staff writer
The Onion
## Groundrules for debate/critique

<table>
<thead>
<tr>
<th>Groundrule</th>
<th>Bad</th>
<th>Good</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Opinions</td>
<td>I don’t like it</td>
<td>I’m struggling with…</td>
</tr>
<tr>
<td>Not Personal</td>
<td>You didn’t do what I asked</td>
<td>I don’t see / We might need</td>
</tr>
<tr>
<td>No Apathy</td>
<td>It doesn’t matter</td>
<td>What’s the significance of…</td>
</tr>
<tr>
<td>No Blocking</td>
<td>It will never work</td>
<td>How would that work?</td>
</tr>
<tr>
<td>No Solutions</td>
<td>Here’s what you should do…</td>
<td>Would you consider…</td>
</tr>
</tbody>
</table>
Simple review

What I like

What’s missing
EXERCISE:
Your conference organizer wants to replace the opening keynote with a gameshow-style general session.

What’s good / What’s missing (5 mins)
Develop a physical version of the “best” idea
Minimum Viable Prototype

“Oh, I get it”
“If a picture is worth 1000 words, a prototype is worth 1000 meetings..”

Tom & David Kelley, Founders
IDEO
EXERCISE:
You are proposing a new type of networking event and want to present it to the board.

You can pick 3 objects to simulate the event (5 mins)
Demonstrate how the new idea changes things
Demo idea to 5 “outsiders”
6 Frowning Bosses

- That will never work.
- There's no money for that.
- We already tried that.
- Is it a proven solution?
- How long will that take?
- I need you to do better.
“The audience does not need to tune themselves to you—you need to tune your message to them.”

Nancy Duarte, CEO
Duarte Inc.
What?  
The Initiative

So What?  
Its Significance

Now What?  
Next Steps
EXERCISE:
What was most valuable about this webinar?

My most important takeaway is [what] because [so what] which will allow us to [now what].
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The Challenge Mindset :: The Weekly Innovator :: The Daily Influencer

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