

5 Skills for Turning Ideas into Innovations

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1921-2021 ■ 100 YEARS OF NONPROFIT EDUCATION



U.S. CHAMBER OF COMMERCE FOUNDATION


One slide about me



BARBARICUM




3 insights about new ideas



New ideas
don't need to
take 'forever'

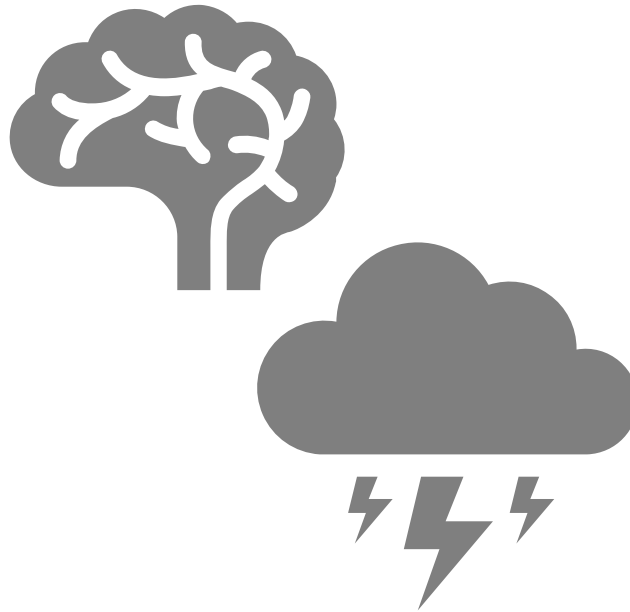


New ideas
need tangible
discussion



New ideas
rarely start
out 'ready'

How too many people come up with “ideas”

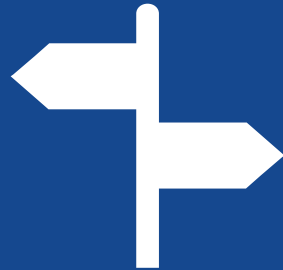


R&D

What does it mean to be an Idea-Driven Organization?



Discover



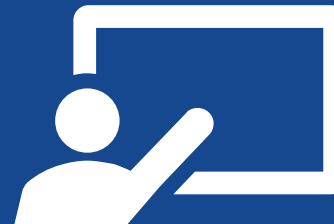
Diverge



Debate



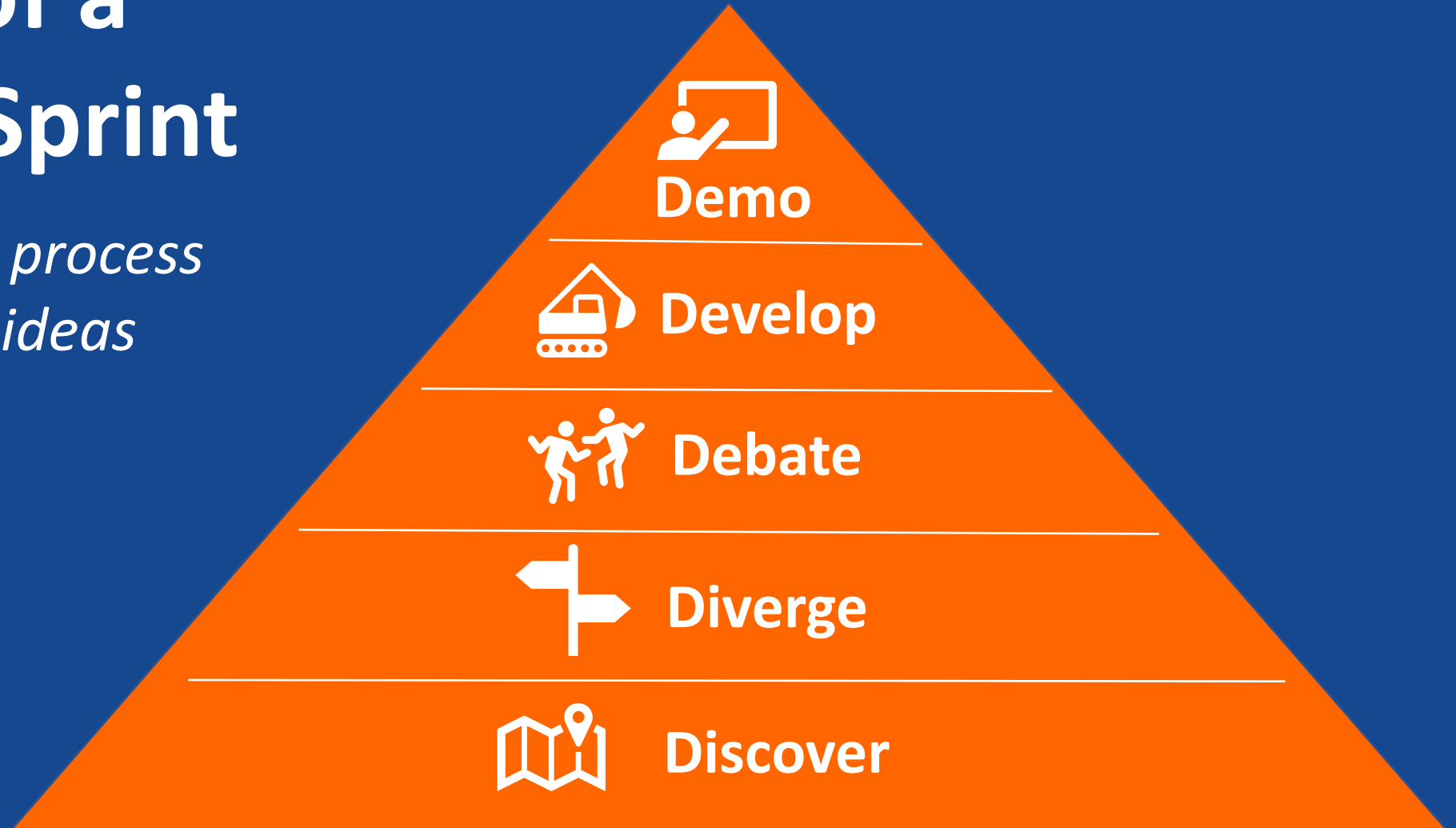
Develop



Demo

The 5Ds of a Creative Sprint

A flexible 5-step process of skills for new ideas





DISCOVER



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)



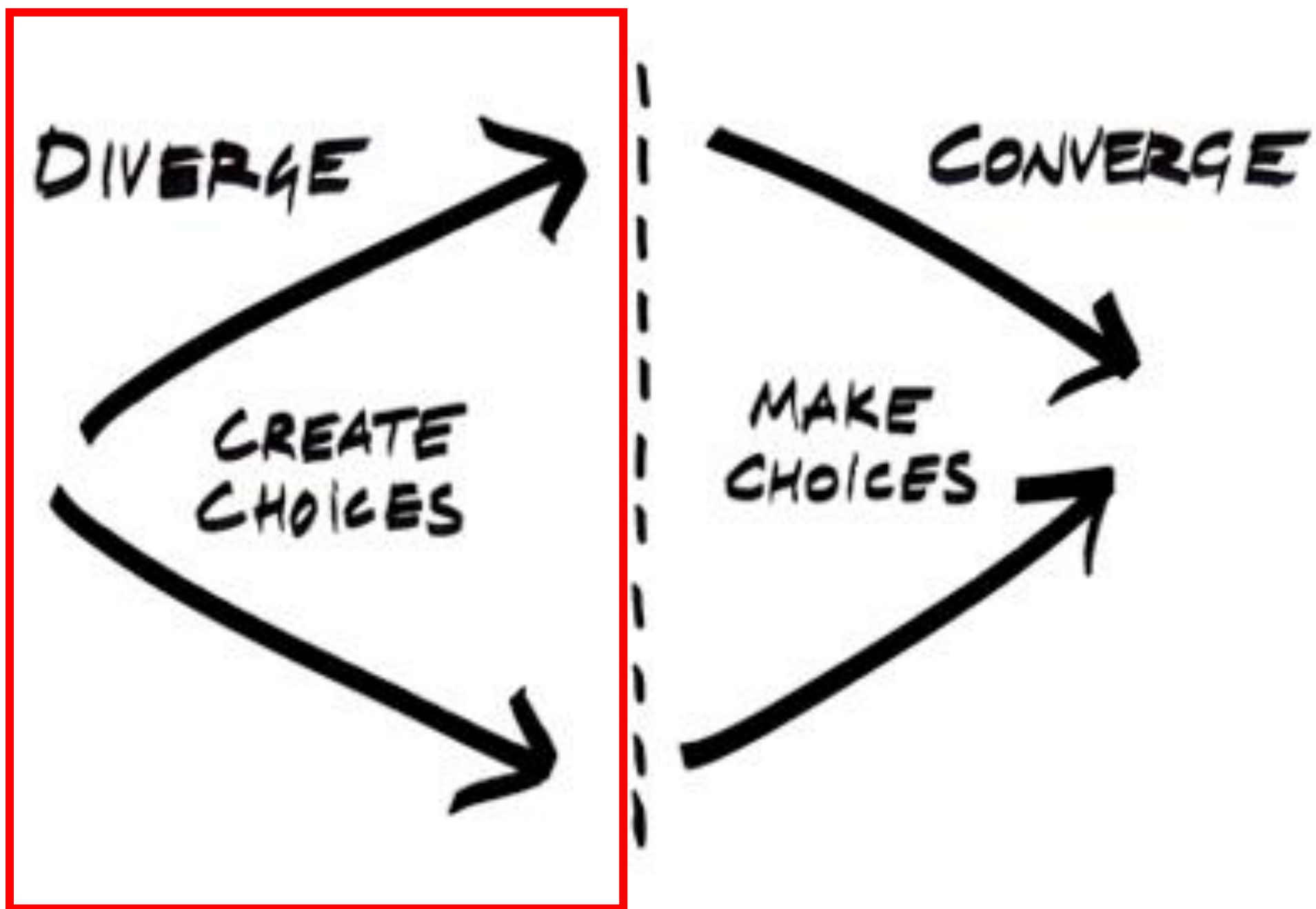
DIVERGE



Use divergent thinking to individually explore potential ideas



What are alternative uses for a brick?



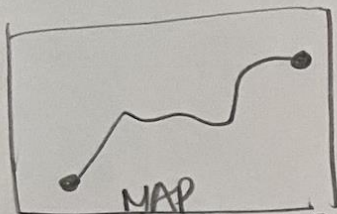


“The best way to have a good idea
is to have a lot of ideas.”

Linus Pauling, chemist
Winner of 2 Nobel Prizes



RATE RUN



SAFETY ① ← info re: safety

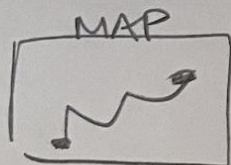
○ ○ ○ ○ ○

DIFFICULTY ①

○ ○ ○ ○ ○

CROWDEDNESS ①

○ ○ ○ ○ ○



How safe was this route?

slider
safe not



RATE RUN

How difficult was this route?

○ easy

○○ sorta easy

○○○ ~~~~~

○○○○ ~~~~~

○○○○○ ~~~~~

SKIP next →

RATE ROUTE

safety

↑ ↓

difficulty

↑ ↓

crowdedness

↑ ↓

skip

SAFETY ROUTE:
HERE TO THERE

Sketchy

○

swipe ↑

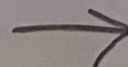
SUPER SAFE

RATE ROUTE

Was this route safe?



why?



RATE RUN

CROWDEDNESS

○○○○○ ~~~~~

comment

skip

RATE ROUTE

Safety (slider)

difficulty

crowded



EXERCISE:
**How can you “delight” a new member
at the 30-day mark?**

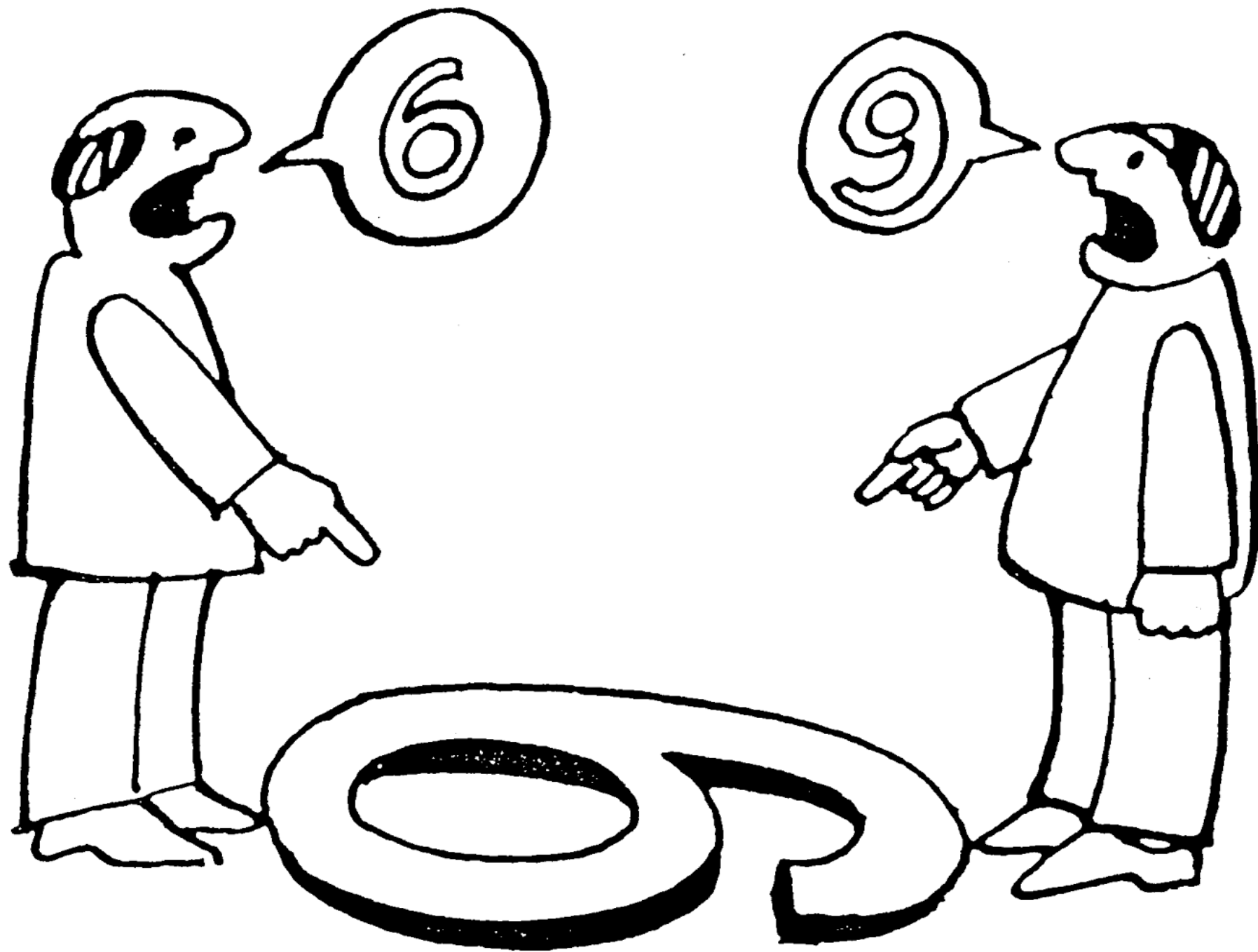
Come up with X# distinct ideas (5 mins)



DEBATE



*Use short bursts of debate and critique
to strengthen and select*

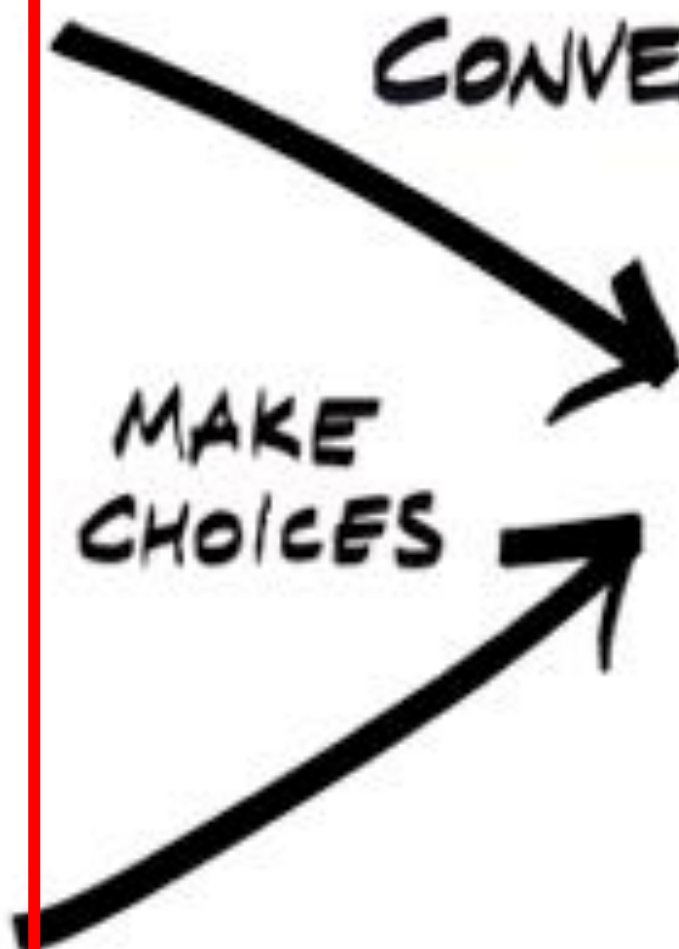


DIVERGE



**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

No Opinions

Not Personal

No Apathy

No Blocking

No Solutions

Bad

I don't like it

You didn't do what I asked

It doesn't matter

It will never work

Here's what you should do...

Good

I'm struggling with...

I don't see / We might need

What's the significance of...

How would that work?

Would you consider...

Simple review



**What
I like**



**What's
missing**

The background of the slide is a grid of six faded video call windows. Each window shows a different person, likely participants in a virtual meeting. The people are of various ages and ethnicities, and some are holding glasses, suggesting a social or celebratory context. The overall tone is professional yet approachable.

EXERCISE:

Your conference organizer wants to replace the opening keynote with a gameshow-style general session.

What's good / What's missing (5 mins)

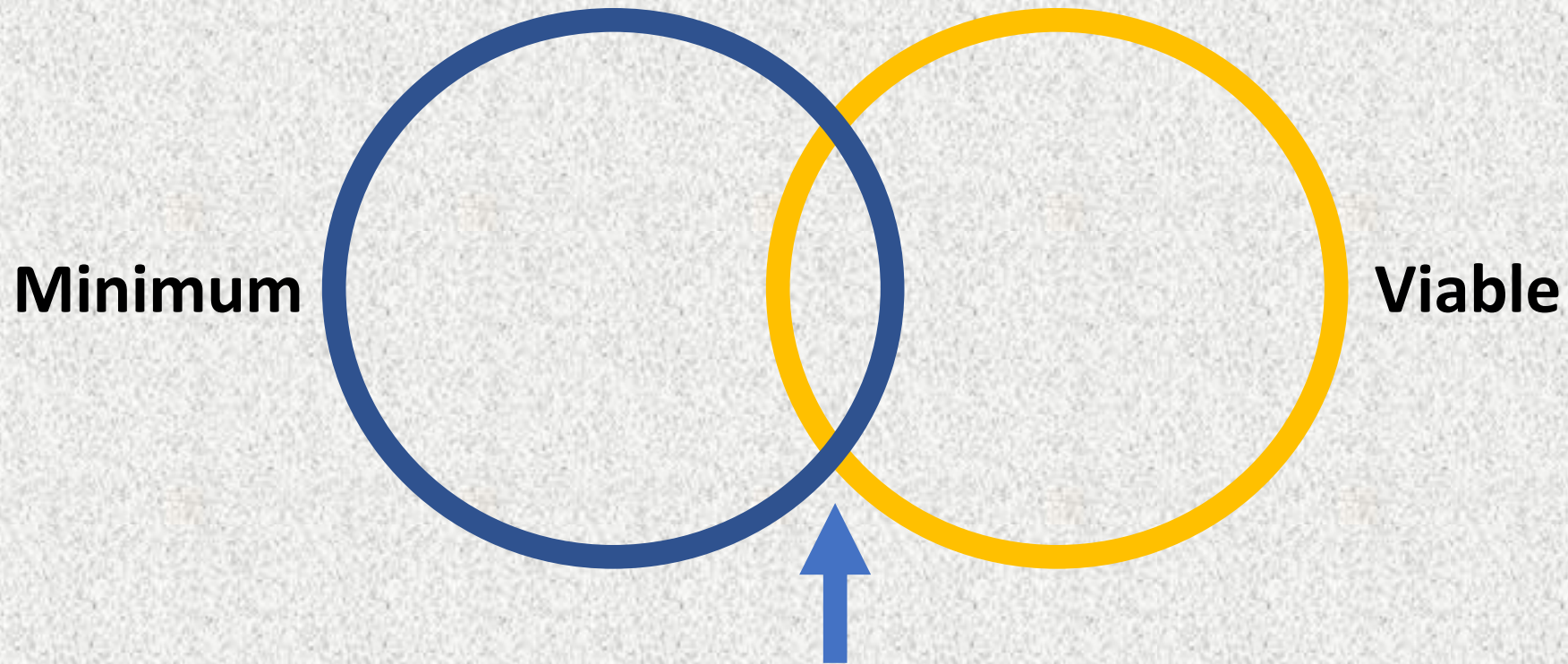


DEVELOP



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



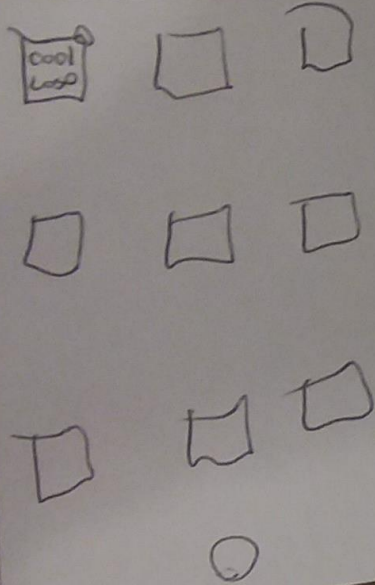


PATIENT

LOBBY
ROOM

WIFE

Meeting tomorrow 4/9 5pm



Logo Local

Picture Related
to ~~the~~ Upcoming
Event

Specific Dist e Note

Next 3-10
events

Register

Los in ③

Logo

Description
of event

Please contact -
About?

name

Phos

remol

Standard
Resin

Logo

signing for parents
w/ saved internet

I'm attached

7 24

Guest name

(Auto add to calendar)

2000

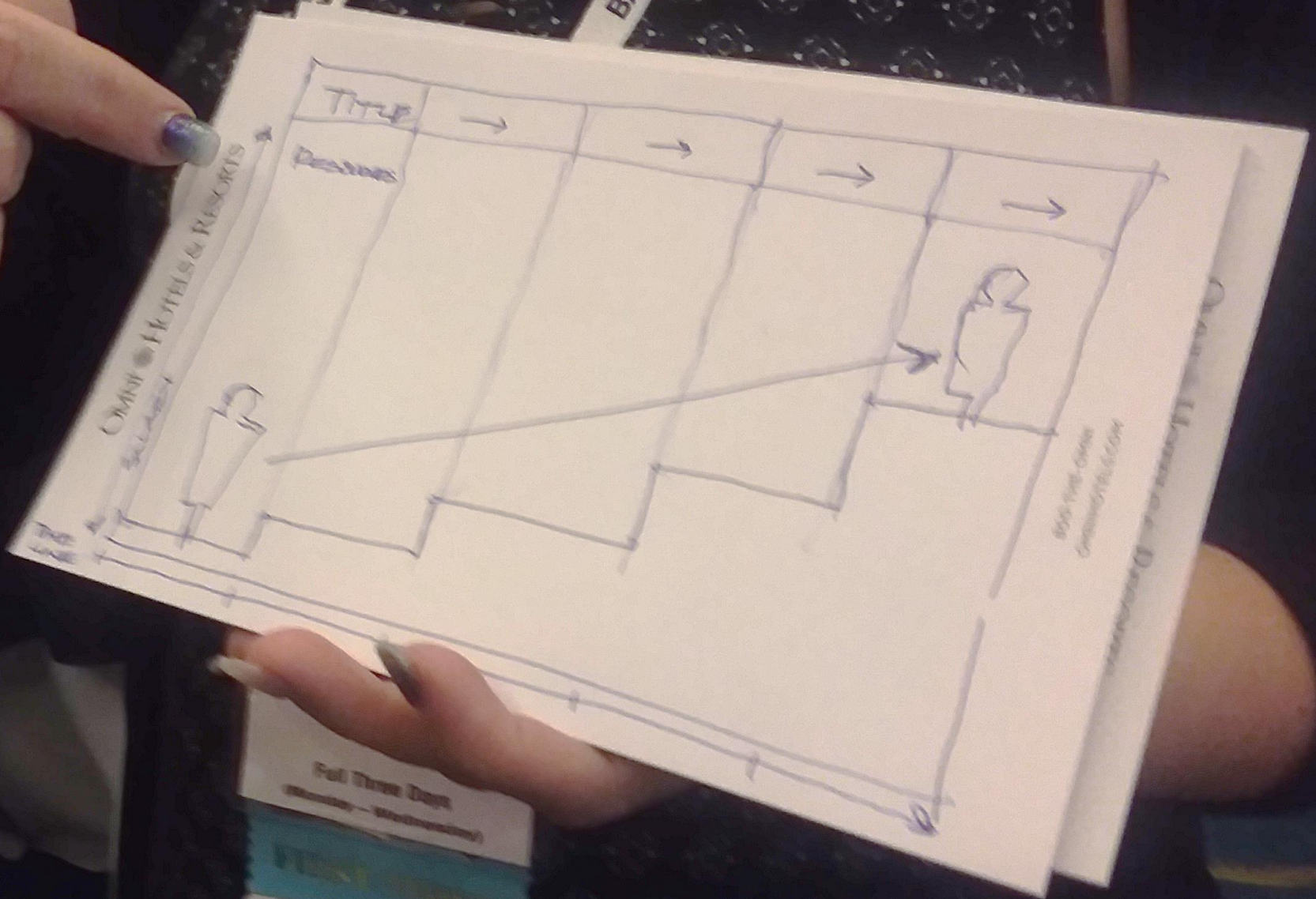
14

10

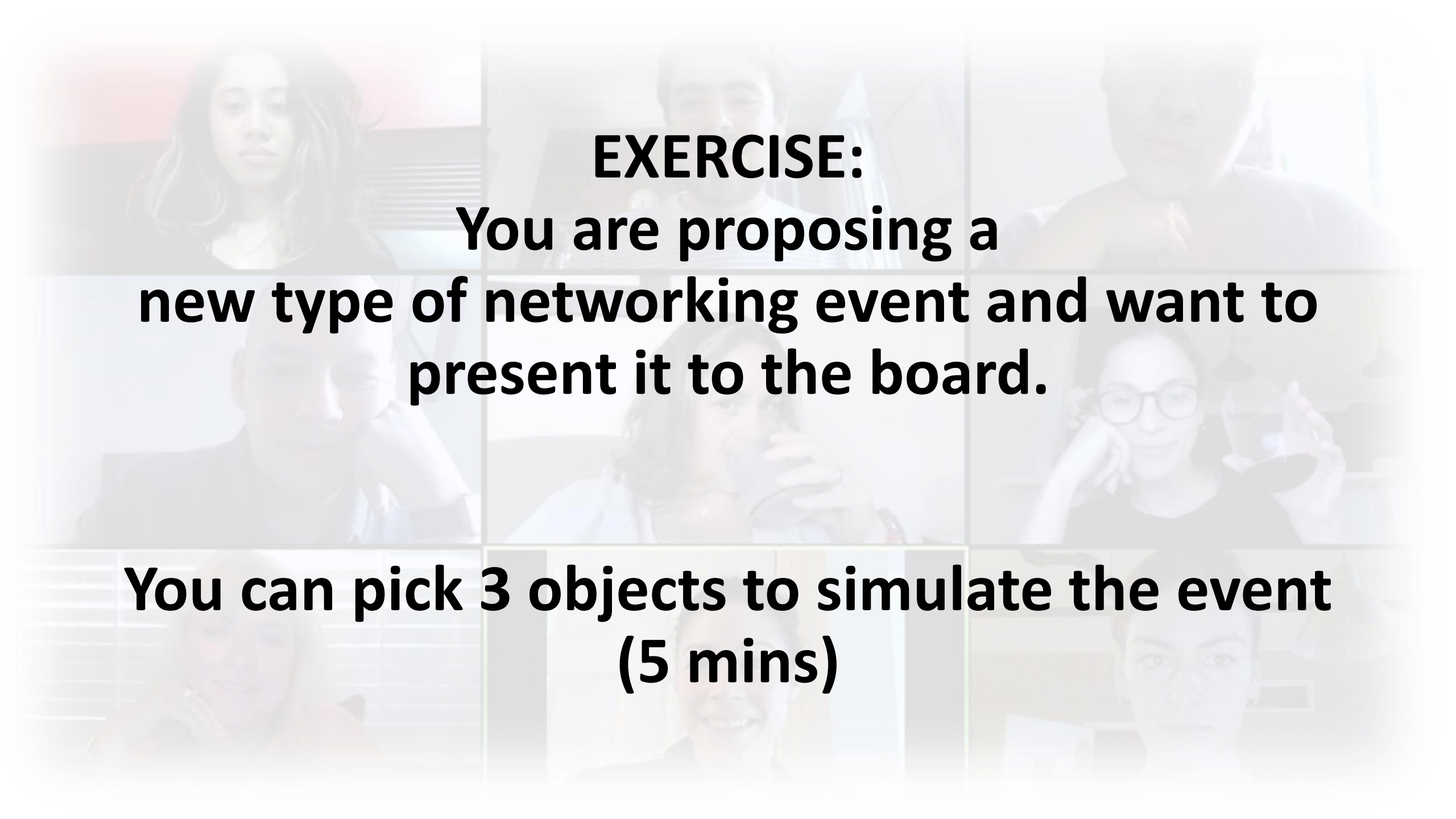
2nd Tender exp^d

STEPS.COM
BAGMASTER

OMNI HOTELS & RESORTS
SALON



Full Three Days
(Monday - Wednesday)
WEST COAST
SAN DIEGO
REGION



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)**

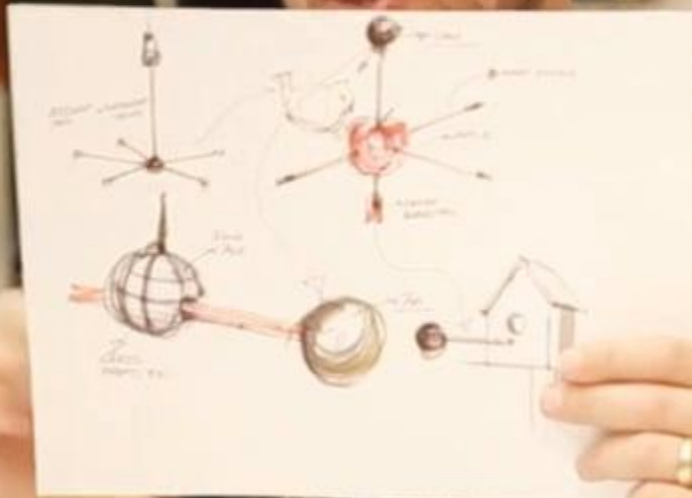


DEMO



Demonstrate how the new idea changes things

Demo idea to 5 “outsiders”



An aerial view of a person walking away from the camera on a dirt path in a park. The path is bordered by green grass and a paved walkway. There are trees, a bench, and a fence in the background. The scene is brightly lit, suggesting a sunny day.

User experience

Design

6 FROWNING BOSSSES



That will
never work



There's no money
for that



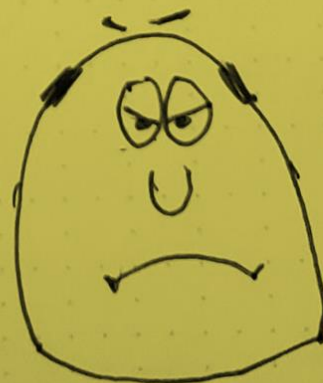
We already
tried that



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

The background of the slide is a grid of nine faded video call windows. Each window shows a different person, likely participants in a webinar. The people are of various ages and ethnicities, and some are looking at the camera while others are looking down or to the side. The overall tone is professional and collaborative.

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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