



Innovation and Improvisation

It's All About Focus

ATD Management Community

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Webcast

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Why improv? Why now?



Creativity under stress

Constrained

Team-engagement

Today



Brainstorming and Innovation

Improvisational behaviors

Importance of the Ridiculous

Getting past the Lull

Non-experts

Focus & Flow

Creativity



What is it?

Innovation



What is it?

Definition



Innovation = Creativity + Application

The Front Line



More and more, true innovations are occurring at the granular level, where we interact with the client: call centers, cash registers, events, conversations.

ImprovEdge Principles



YES!
SPACE[®]

BUILDING
BLOCKS[™]

TEAM
EQUITY[™]

OOPS TO
EUREKA!

ImprovEdge Principles



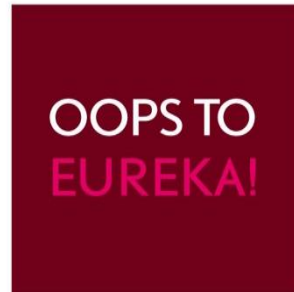
Bring positivity
and creativity into
the workplace.



ImprovEdge Principles



Take something small and build it into something exceptional.



The Power of Yes, and...



NBBJ

Global architecture firm

Behaviors that allow for creativity to flourish.

Brainstorming



Yes, and... allows the ridiculous.

Lock out the critic/devil's advocate.

Continuum of ideas



Obvious



Crazy



Rule 8

Do not try to create and analyze
at the same time.

They are different processes.

The Lull

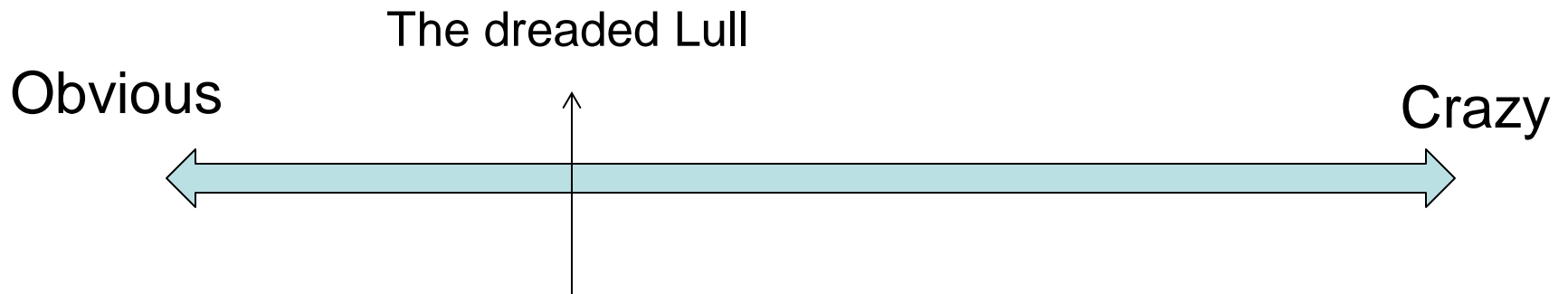


Discomfort

Desire to bail out

Fear

Continuum of ideas



Thomas Edison



“Many of life’s failures are people who did not realize how close they were to success when they gave up.”

Non-experts



“There are precious few Einsteins among us. Most brilliance arises from ordinary people working together in extraordinary ways.”

Robert Allen



“Everything you want is just outside your comfort zone.”

Creativity and Creation



Focus

Flow

Being “in the moment”

Detractors of Focus



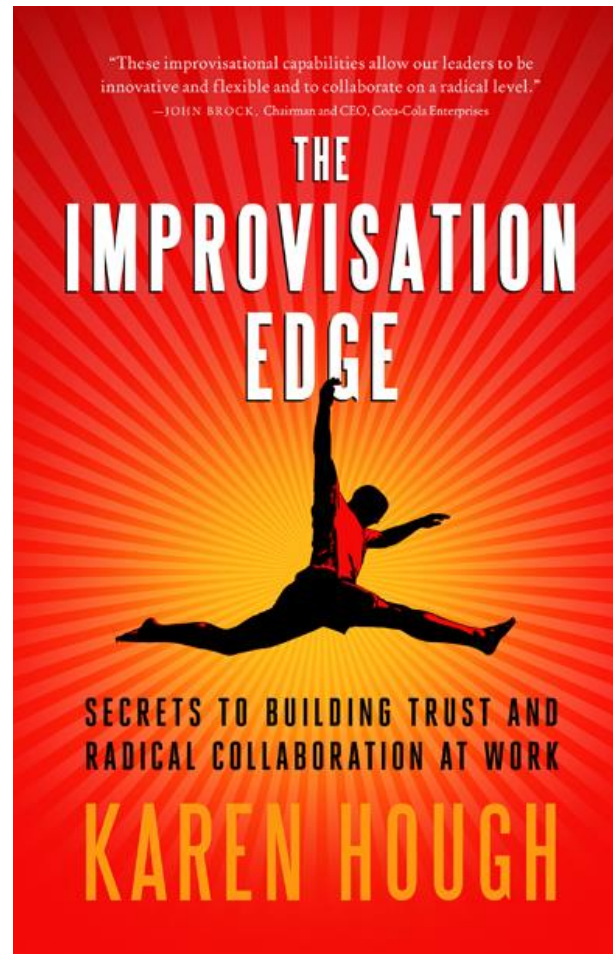
Multi-tasking
Distractions

Remember

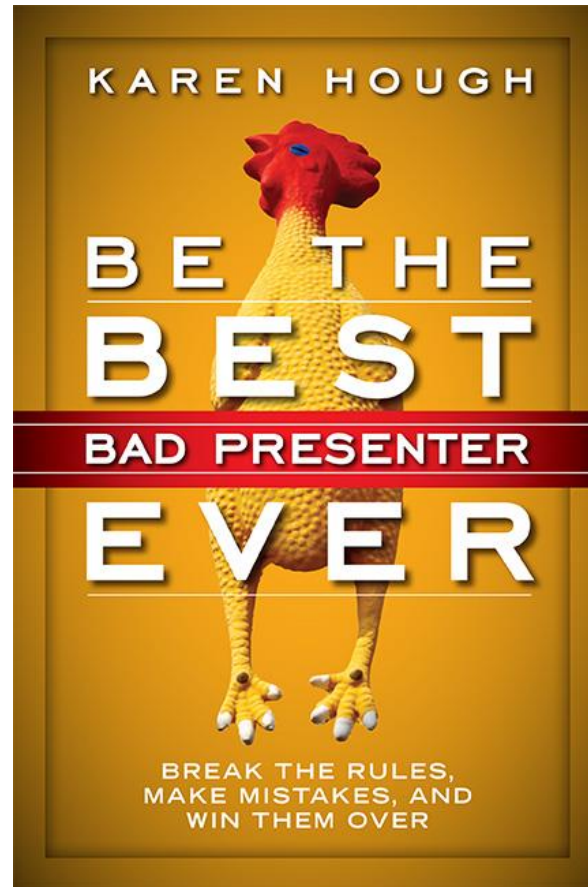


Positivity – “Yes, and!”
Go for ridiculous
Push through the lull
Allow laypeople to attend
Find your flow

Amazon #1 Bestseller 800CEOREAD Top 25 Biz Book



Award-winning new book!



Margaret J. Wheatley



“It turns out that the things we fear most in organizations – fluctuations, disturbances, imbalances – are the primary source of creativity.”



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