



Creating a
Culture of

INNOVATION

Brent Douglas



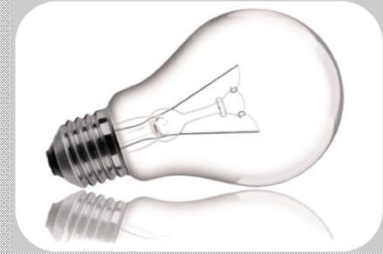


Our Mission

Building Businesses that *Thrive*
Growing Executives *Worth Following*



BUILDING A CULTURE OF INNOVATION

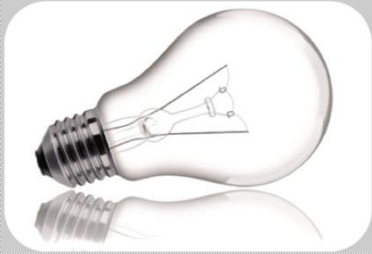


Brent Douglas





BUILDING A CULTURE OF INNOVATION



Unsolved Mysteries





BUILDING A CULTURE OF INNOVATION

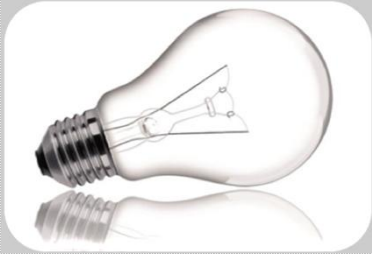


Unsolved Mysteries





BUILDING A CULTURE OF INNOVATION



Unsolved Mysteries





BUILDING A CULTURE OF INNOVATION

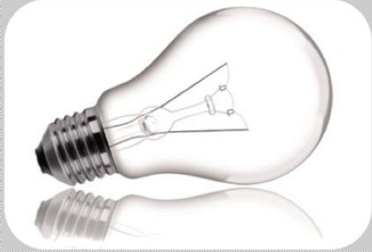


Unsolved Mysteries





BUILDING A CULTURE OF INNOVATION



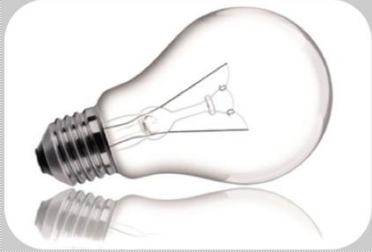
Unsolved Mysteries





The Timeline

- ~3350BC** – Earliest known wheel
- ~600BC** – Earliest known 'suitcase'
- 1917** – Rutherford 'Splits' the atom
- 1928** – Alexander Fleming discovers penicillin.
- 1953** – Watson & Crick crack DNA structure.
- 1969** – Neil Armstrong walks on the moon.
- 1970** – Bernard Sadow patents wheeled luggage.
- 1987** – Robert Plath invents the 'Rollaboard'.



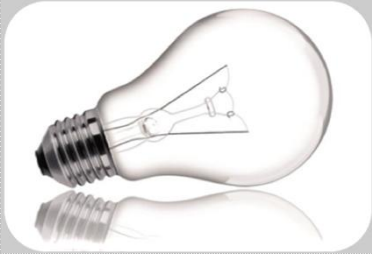
The Mystery

Why did it take so long?

1. To make the connection?
2. For 'launch'?



BUILDING A CULTURE OF INNOVATION



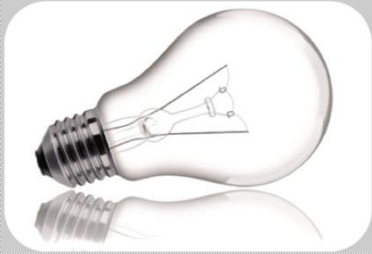
Understanding Innovation

Innovation is:

- *Mostly Learned*
- *2 Sided: Idea & Recognition*
- *Extremely Fragile*

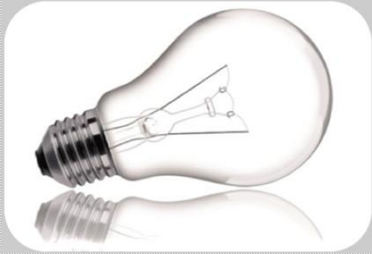


BUILDING A CULTURE OF INNOVATION

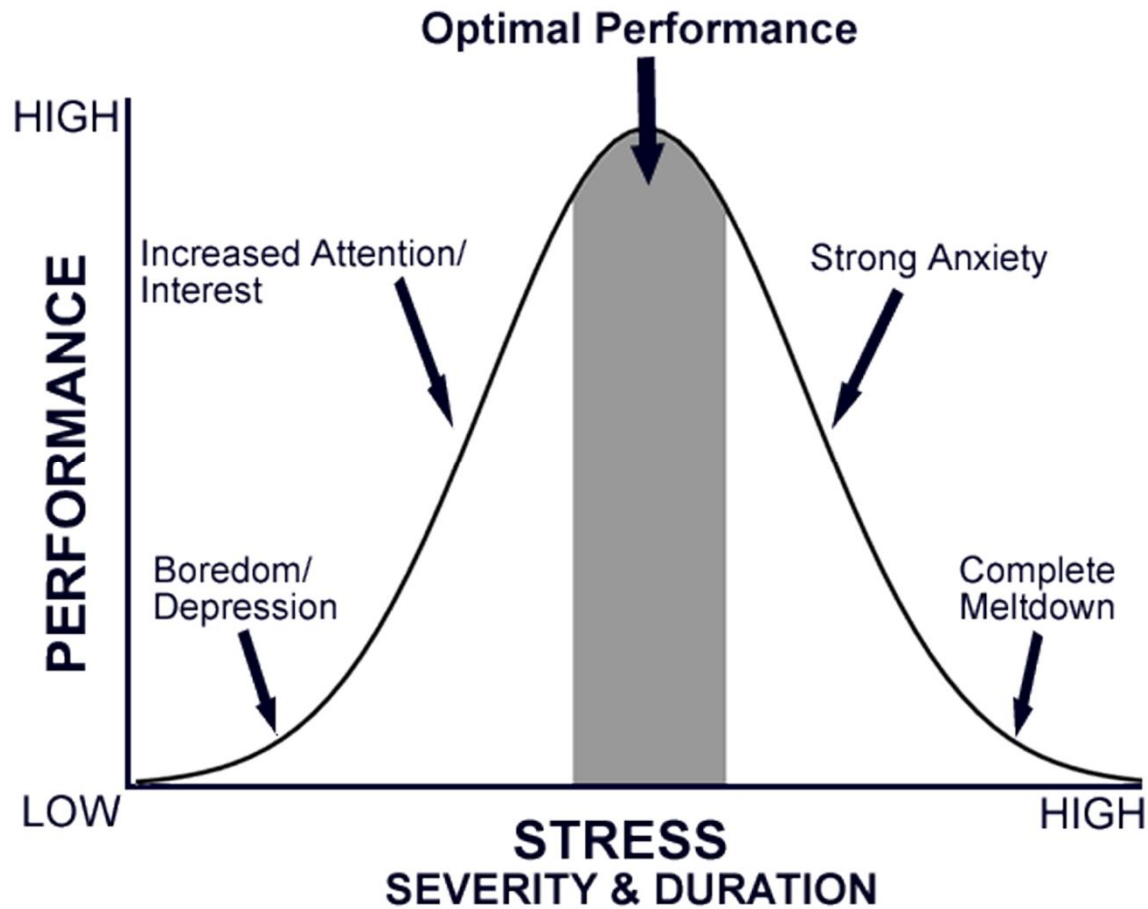


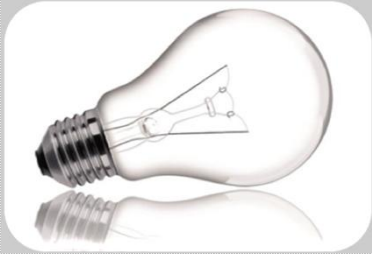
4 Innovation Tips

1. Be Calm



Tip 1: Be Calm





Tip 1: Be Calm

40%



Tip 1: Be Calm

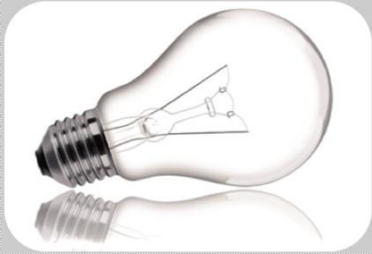


Our 3 Brains:

- Reflexive
- Reflective
- Archival



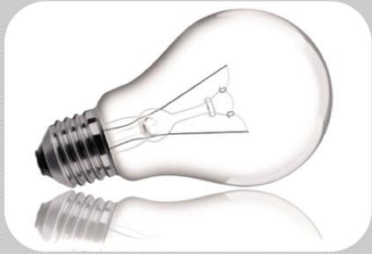
BUILDING A CULTURE OF INNOVATION



Stress vs Calm



Both are Contagious



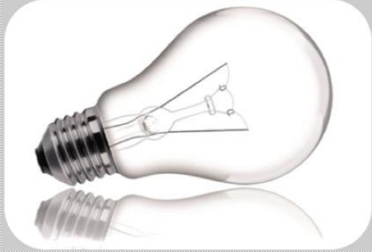
4 Innovation Tips

1. Be Calm

2. Get Blurry



BUILDING A CULTURE OF INNOVATION



Tip 2: Get Blurry





BUILDING A CULTURE OF INNOVATION



Tip 2: Get Blurry



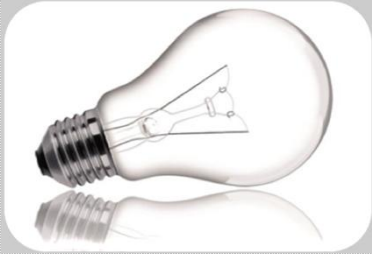


Tip 2: **Get Blurry**



Our 3 Brains:

- Reflexive
- Reflective
- Archival



Tip 2: Get Blurry

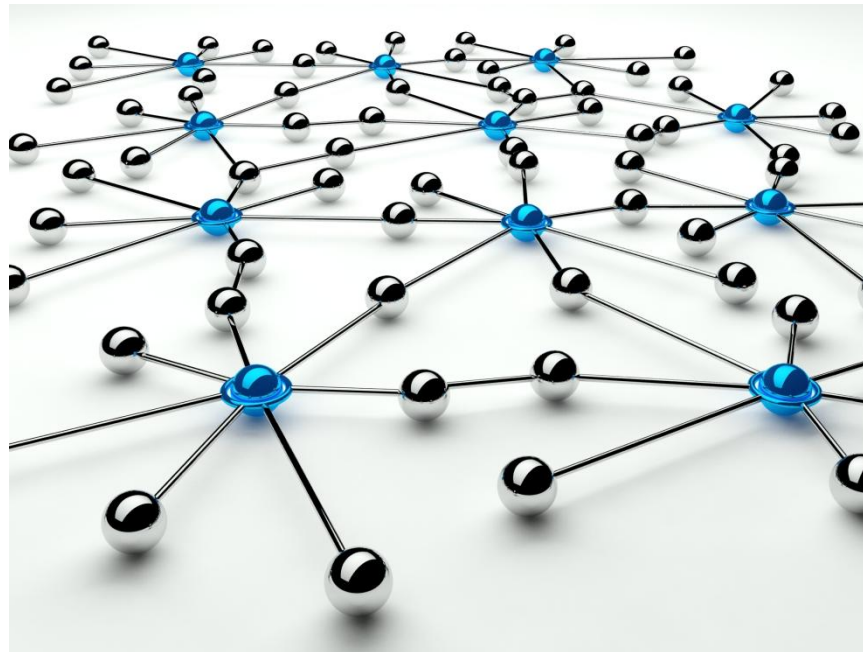
A Typical Solution:
Incentives

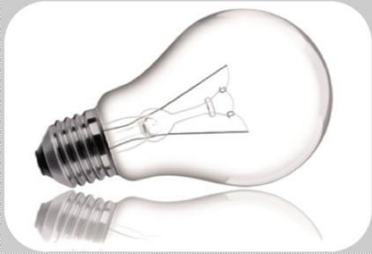




Tip 2: **Get Blurry**

The Actual Solution:
More Connections + Archival Time





4 Innovation Tips

1. Be Calm

2. Get Blurry

3. Get Destructive



BUILDING A CULTURE OF INNOVATION

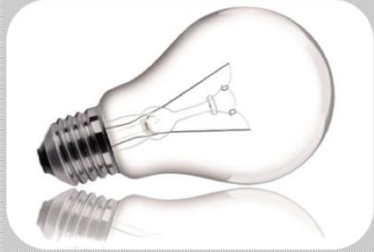


Tip 3: Get Destructive





BUILDING A CULTURE OF INNOVATION



Tip 3: Get Destructive

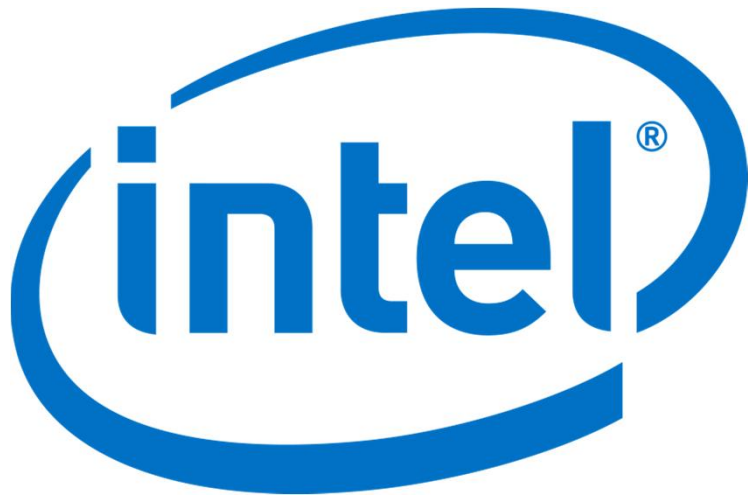




BUILDING A CULTURE OF INNOVATION



Tip 3: **Get Destructive**



“What would happen if somebody took over & got rid of us?”

**Andy Grove &
Gordon Moore**



Tip 3: Get Destructive



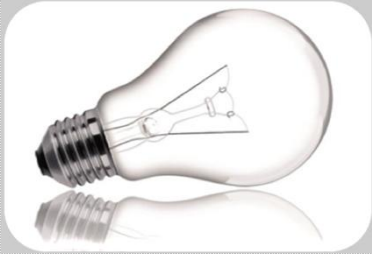
*“Why does a
computer cost 5X
the sum of its parts?”*

Michael Dell



Tip 3: Get Destructive

- *Why?*
- *Why Not?*
- *How about AND instead of OR?*
- *What if we were legally prohibited from selling to our current customers?*
- *What if we hadn't already done _____? Would we do it again?*



4 Innovation Tips

1. Be Calm
2. Get Blurry
3. Get Destructive
4. Embrace Failure



BUILDING A CULTURE OF INNOVATION

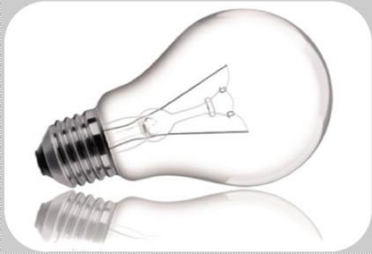


Tip 4: Embrace Failure

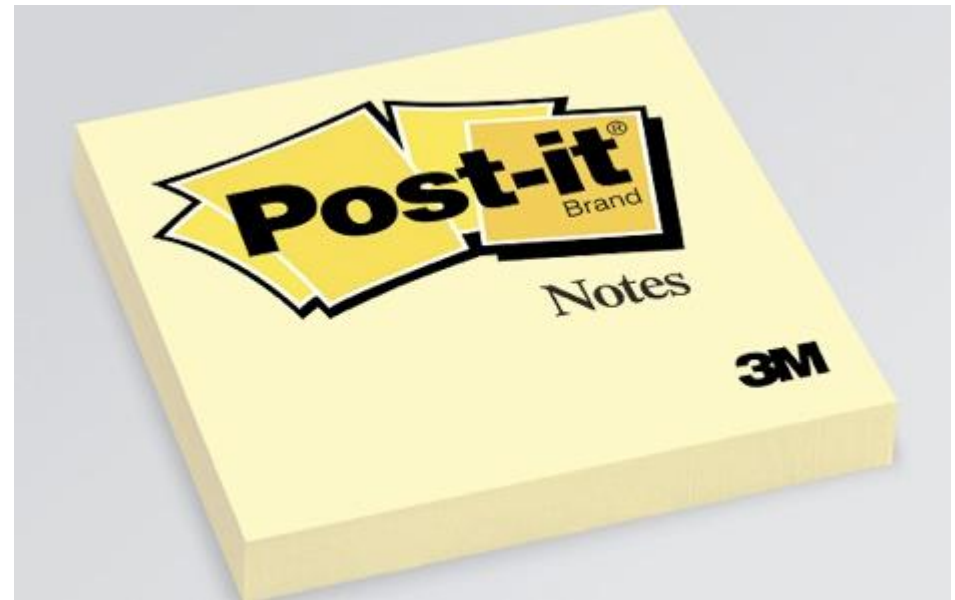




BUILDING A CULTURE OF INNOVATION



Tip 4: Embrace Failure





BUILDING A CULTURE OF INNOVATION



Tip 4: Embrace Failure

The Challenge



20 sticks of spaghetti



+ one yard tape



+ one yard string



+ one marshmallow

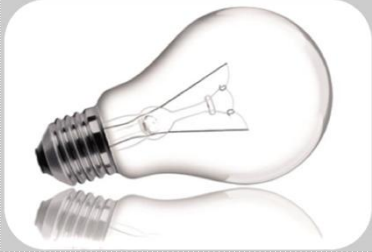


4 Innovation Tips

1. Be Calm
2. Get Blurry
3. Get Destructive
4. Embrace Failure



BUILDING A CULTURE OF INNOVATION



Your Job...

Reinforce

THANK
YOU!



BUILDING A CULTURE OF INNOVATION



If You'd Like a Copy...

BRENTD@GIANTPARTNERS.BIZ

Or Give Your Business Card
to a GiANT



