

Academy for Exceptional Teachers a day exploring innovation



“Good ideas surround us. Openness to such ideas does not. What’s at a premium is *receptivity* to innovative suggestions and the vision to pursue them, even if it means reconceiving altogether what we’re up to.”

Jeffrey Cufaude, Idea Architects
@jcufaude

make it better

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideearchitects.org

Innovation is ...

Change that results in a new dimension of performance or value. (Drucker)

Something that often results from “insight into an unarticulated need.” (Gary Hamel)

Innovation is not ...

The exclusive domain of big thinkers or dreamers.

Always a major breakthrough that revolutionizes a product or industry.

A one-off effort.

Innovation is about making things better.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideearchitects.org



Innovation Requires

using new knowledge and

understanding to



with

new



in order to implement

new concepts that create new



Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideearchitects.org

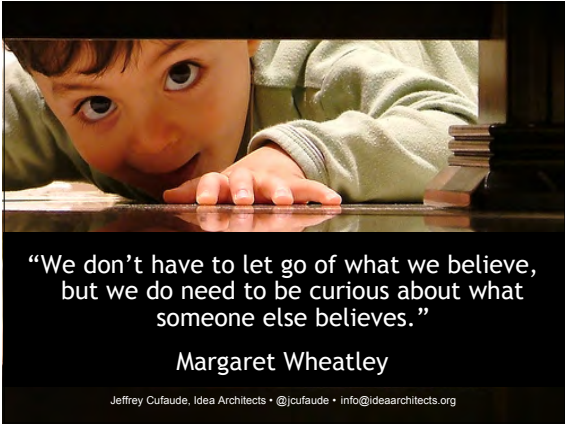
- Midwesterner
- Frequent traveler
- Design fan/minimalist
- Caucasian male
- Urban dweller
- Cusper: GenX/Boomer

What lenses/roles/perspectives influence how you make meaning, define better, or decide whether or not something has value?

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideearchitects.org

Stand and partner with someone from a different table. Take 3-4 minutes each to highlight how you define better/valuable.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideearchitects.org



“Good ideas often result from the collision between smaller hunches so they form something bigger than themselves.”

“chance favors the connected mind”

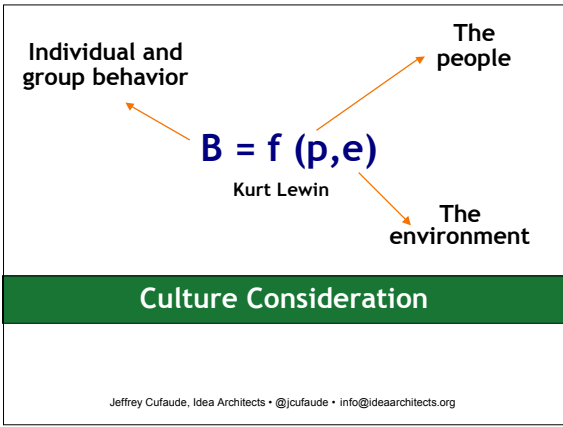
Link for video shown
<http://www.youtube.com/watch?v=NugRZGDbPFU>

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

I’ve got a hunch that ...

Teaching or learning in the future will ...

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



Compliance vs. Creation • p. 3
Whoosh; Business in the Fast Lane by Tom McGehee, 2001

<p>Compliance cultures tap use systematic rules, policies, and procedures to produce routine responses.</p>	<p>Creation cultures tap into relationships and people’s talents and initiative to produce inventive responses.</p>
---------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------

← Think of the qualities on a continuum. →

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

Real-Life Example

Sign seen in employee area at a Honolulu McDonalds:

Customize your hospitality.

<p>↑ Creation</p> <p>↑ How</p>	<p>↑ Compliance</p> <p>↑ What</p>
----------------------------------------	-------------------------------------------

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

AUTONOMY
MASTERY
PURPOSE

“Control leads to compliance.
Autonomy leads to engagement.”

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

1. Start by observing human behavior.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

Anthropologist = *Observer*

Unexpressed needs to meet
Problems to solve
Frustrations to eliminate
Value to be created

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

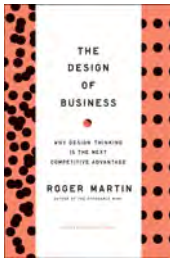
Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

Boston Market
Home Style Meals
MARKET

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

DREAM DINNERS

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



“Innovation is killed with the two deadliest words in business: *prove it*. But for breakthroughs, there is no rule or pool of past data to provide certainty.”

2. Accept the uncertainty of outcomes.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

WTF?



Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

“... creatively assemble the disparate experiences and bits of data that seem relevant in order to make an inference—a logical leap—to the best possible conclusion.”

Use abductive logic *the logic of what could be*

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



3. Think outside the building.

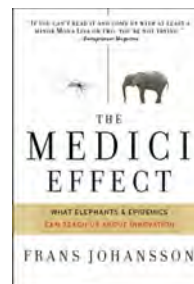
Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



“We should stop looking for experts and start looking for analogues. Chances are someone else has solved your problem already.”

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

The Medici Effect by Franz Johansson



Step into the **Intersection**, a place where ideas from different fields and cultures meet and collide, ultimately igniting an explosion of extraordinary new discoveries.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



“Innovation often involves a disruptive hypothesis, an unreasonable provocation.”

Disrupt: Think the Unthinkable to Spark Transformation in Your Business
by Luke Williams

4. Start with a different premise or question.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



- Everyone is stuck in the same situation and little has changed for a long time.
- The return on investment should be much greater.
- Category where growth is slow and things seem to be the same.

Innovation often involves a disruptive hypothesis, an unreasonable provocation.

Disrupt: Think the Unthinkable to Spark Transformation in Your Business
by Luke Williams

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



How do we get Band-Aids to stick better?

What would it look like if Band-Aids couldn't fall off?

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



What if you could pour paint without it spilling?

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



What if you could carry all of your music with you?

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



5. Experiment to learn what works.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

A=Try B=Fail C=Complain
D=Learn E=Win

from *Indexed* by Jessica Hagy
thisisindexed.com

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

Prototype & experiment
(but in parallel processing)

“Little bets are for learning about problems and opportunities while big bets are for capitalizing upon them once they’ve been identified.”

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

Your personal best

- When you (or others) have successfully generated fresh thinking and innovative results, what factors made that possible?
- Note a few on the lined spaces on page five of the handouts.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

Key Insight Worth Emphasizing

“Evolution requires us to continually refresh our competitive advantage, sometimes in major cataclysms, but always with some part of our business portfolio at risk and in play.”

from *Darwin and the Demon* by Geoffrey Moore

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

Innovation Pyramid
Rosabeth Moss Kanter

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

Innovation Networks

I want to talk about how to innovate ____.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

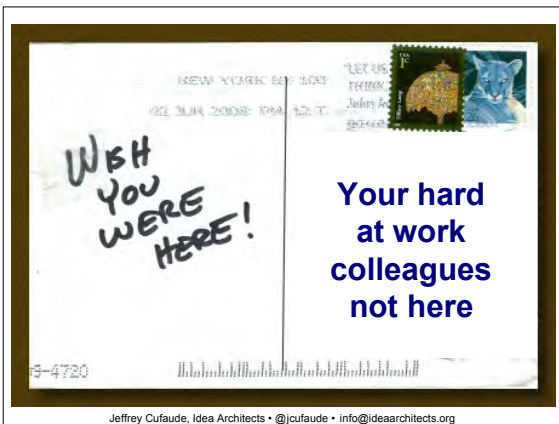
Record in large legible print key info from each of the 3 stages.

1. Define the problem to solve and identify the most important needs to address.
2. Generate alternative premises. Brainstorm possible innovations/solutions.
3. Select a few "little bets" or experiments to try.

Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



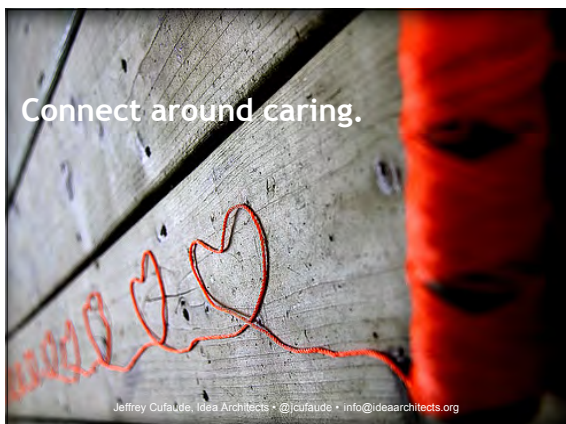
Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org



Jeffrey Cufaude, Idea Architects • @jcufaude • info@ideaarchitects.org

