



# INNOVATION



## TABLE OF CONTENTS

Introduction and Program Objectives ..... 2

The Need for Innovation ..... 3

Changing Our Innovation Framework ..... 9

Emergenetics and Innovation..... 15

A *WEapproach*<sup>™</sup> to Innovation ..... 23

Program Summary..... 31

- Lessons in Innovation 33
- Personal Reflection 33
- Innovation<sup>WE</sup> Checklist 34
- Personal Learning Log 34

Tools and Resources ..... 31

- Emergenetics Template 37
- Transforming Challenges Worksheet 38
- *WEapproach*<sup>™</sup> to Innovation Worksheet 39

### ICONS



Debrief or discussion



Tip or best practice



Emergenetics reminder



Write or record



Group activity



Key information

POW-35A (3-14)

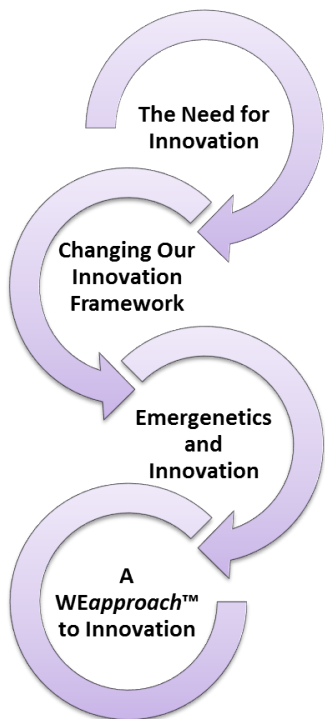


# INNOVATION: *Program Overview*

## PROGRAM INTRODUCTION

Welcome to the Emergenetics Innovation program, part of The Power of WE Series. Innovation is critical for businesses to stay relevant today due to increasing competition and a competitive landscape. Our goal today is to explore the concept of innovation, and use our foundational understanding of Emergenetics to better understand how each person can contribute to a climate of innovation.

## PROGRAM OBJECTIVES

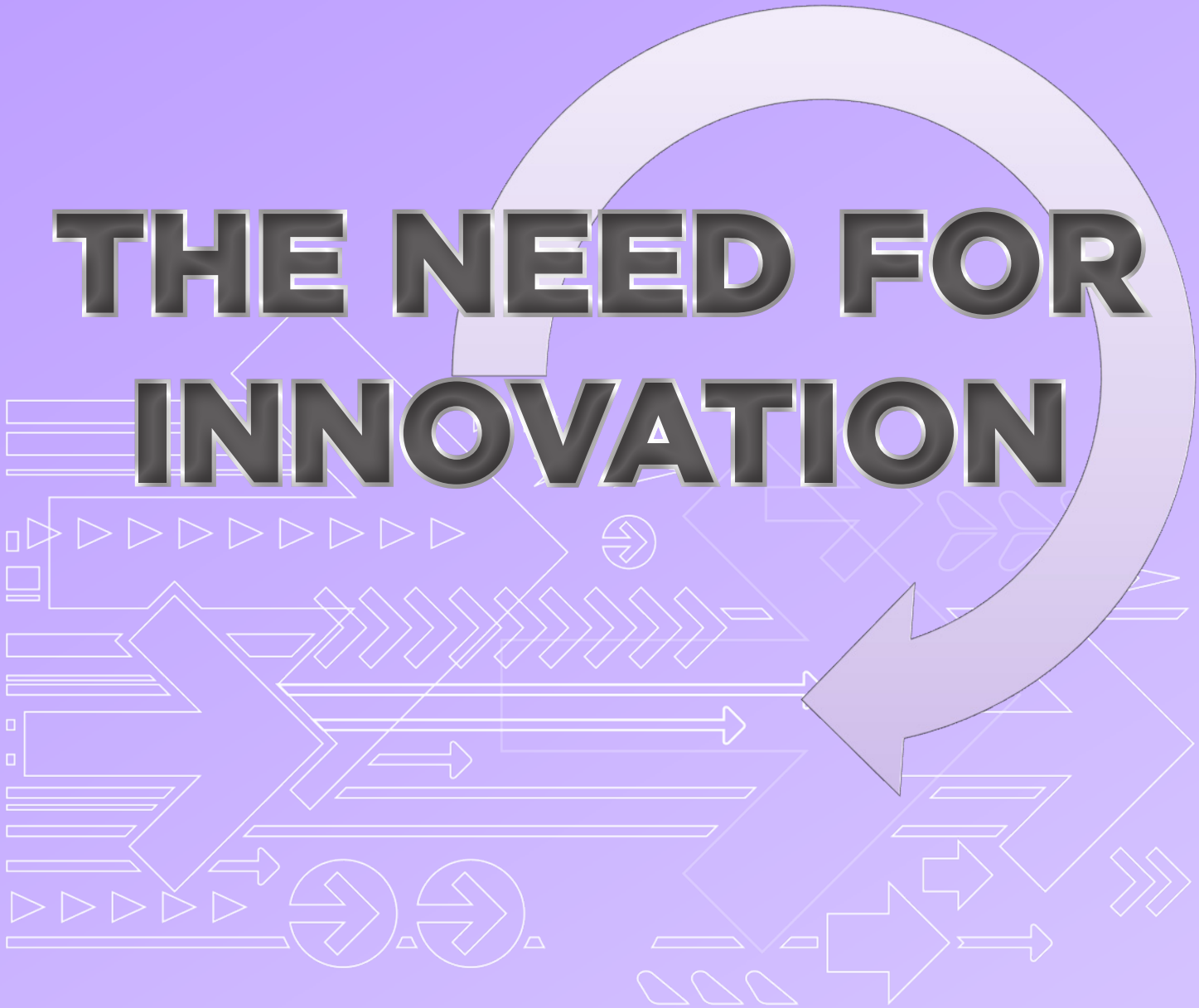


### In this workshop you will:

- Explore the concept of innovation and the benefits of encouraging it in the workplace.
- Consider innovation from the perspective of the seven Emergenetics attributes and how each attribute innovates.
- Work through a process for fostering and activating innovation in the workplace.



# THE NEED FOR INNOVATION



Moving Thinking Forward





# THE NEED FOR INNOVATION

## DEFINITION: CREATIVITY

The nature of \_\_\_\_\_ something \_\_\_\_\_.



## DEFINITION: INNOVATION

Using creativity to \_\_\_\_\_ in a way that enhances the \_\_\_\_\_ of a process, team, or organization.



## THE NEED FOR INNOVATION



***What are examples of innovations from the past 100 years? Why or how did they come about?***

Please record your response in the space provided below:

Innovation	How/Why?



# THE NEED FOR INNOVATION

## THE IMPORTANCE OF INNOVATION



### *Why is innovation important?*

Capture reflections from the exercise in the space provided below:

---



---



---



---



---

## REASONS WE INNOVATE

- Survival
- Economic Growth
- Progression of Human Well-Being
- Competitive Advantage
- Increases Revenue
- Builds Culture
- Fosters Creativity
- Supports Core Values
- Encourages Collaboration



Capture any additional reasons below:

---



---



---



---









# CHANGING OUR INNOVATION FRAMEWORK

Moving Thinking Forward





# CHANGING OUR INNOVATION FRAMEWORK

## BRAIN TEASERS



Use this space to capture any reflections during this activity:

---

---

---

---

---

---

---

---

## MAKING ROOM FOR INNOVATION



*To innovate is to intentionally let go of the way things are and welcome the way they could be.*



## TRANSFORMING CHALLENGES



Use the table below to complete the activity as instructed:

Grievances	Action Questions

## REFLECTIONS



Use this space to capture any reflections during this activity:

---

---

---

---

---

---

---

---



FOSTERING  
INNOVATION



*Innovation needs to be nourished and given a framework to latch onto.*



**What are ways that you can foster innovation in your approach to everyday tasks?**

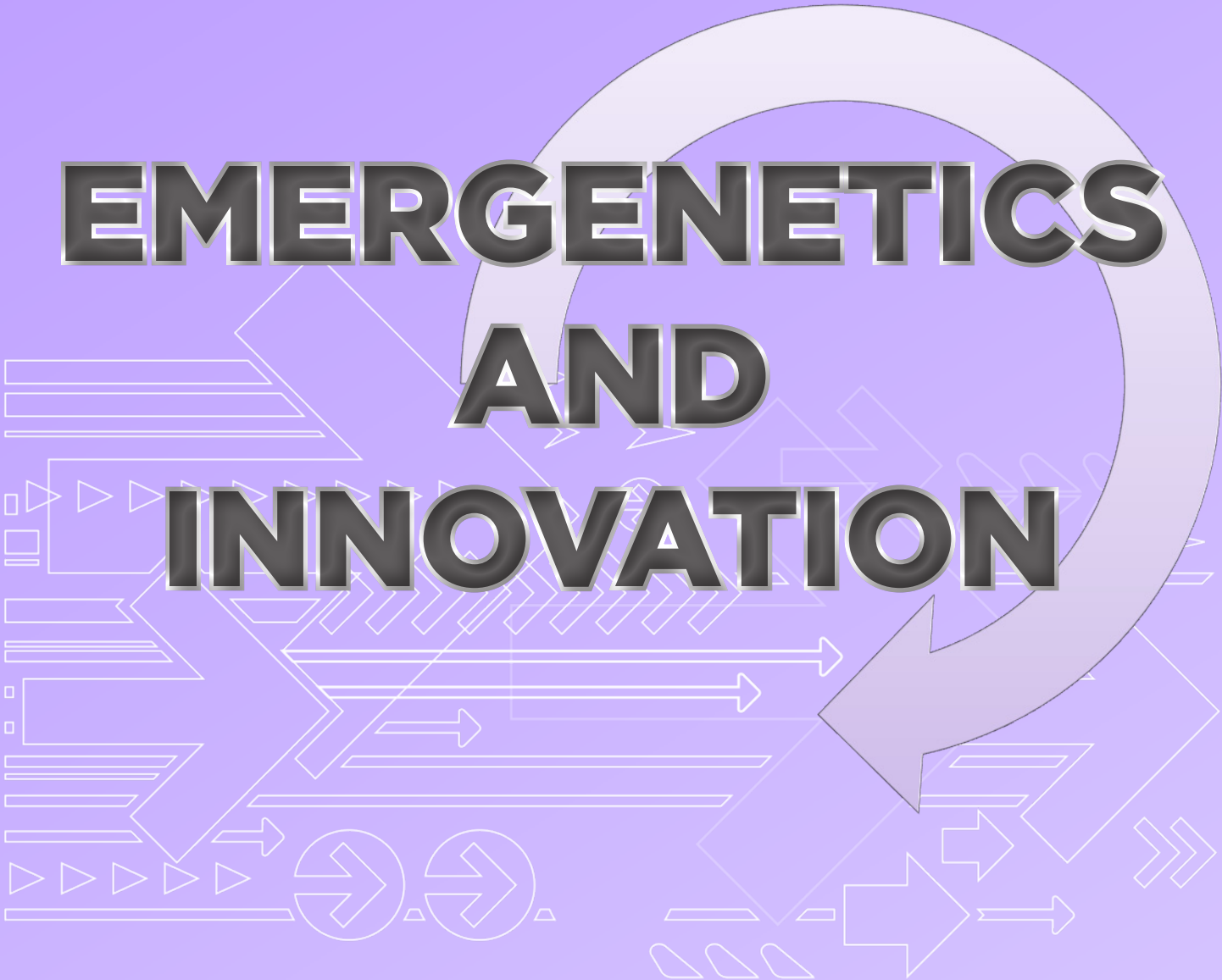
Please record your responses in the space provided below:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_





# **EMERGENETICS AND INNOVATION**



Moving Thinking Forward





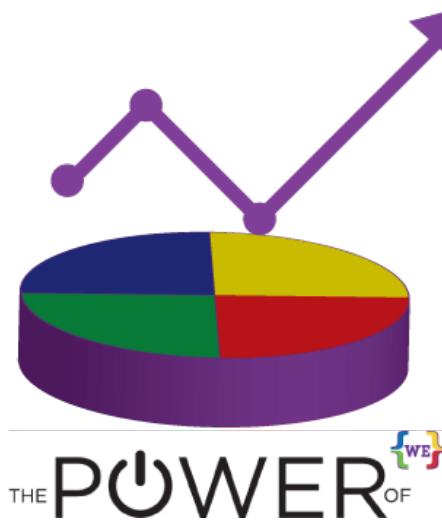




# EMERGENETICS AND INNOVATION

## DEFINITION: THE POWER OF WE

The Power of WE is the state of peak performance that teams achieve by honoring all Emergenetics attributes—both thinking and behavior.



## DEFINITION: *WEteam*<sup>™</sup>

A “Whole Emergenetics” team is a brain trust composed of individuals who collectively represent all of the Emergenetics preferences, both thinking and behavior.

## *WEteam* MAKE-UP

A true *WEteam* has at least one member with preference in each attribute (a member can represent a preference for more than one attribute) and at least one member with a preference in three or more attributes.

## DEFINITION: *WEapproach*<sup>™</sup>

A *WEapproach* is the conscious effort and strategic practice of embracing the full Emergenetics spectrum of thinking and behavior preferences to replicate the strengths of a natural *WEteam*.

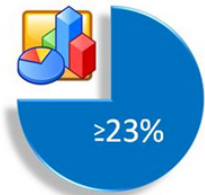


# EMERGENETICS AND INNOVATION

## THINKING ATTRIBUTES & INNOVATION

What does each thinking attribute contribute to innovation?

### ANALYTICAL



- Asks what challenge am I trying to make better?
- Uses facts to evaluate the effectiveness of ideas.
- Relevancy of ideas and opportunities are calculated through efficiency and logic.
- Looks towards a measureable end result.

### STRUCTURAL



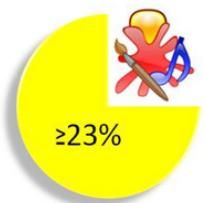
- Establishes a framework for the idea (where have I come from, where am I know, where do I want to be?)
- Notices opportunities in process and organization.
- Looks at examples of how something has been done and builds off of the idea.
- Prefers ideas that follow the rules.

### SOCIAL



- Asks what challenges others are having; what holds people back?
- Looks for who is knowledgeable in the subject and can help share insights.
- Innovates with and through others.
- Explores new ideas through personal experiences.

### CONCEPTUAL

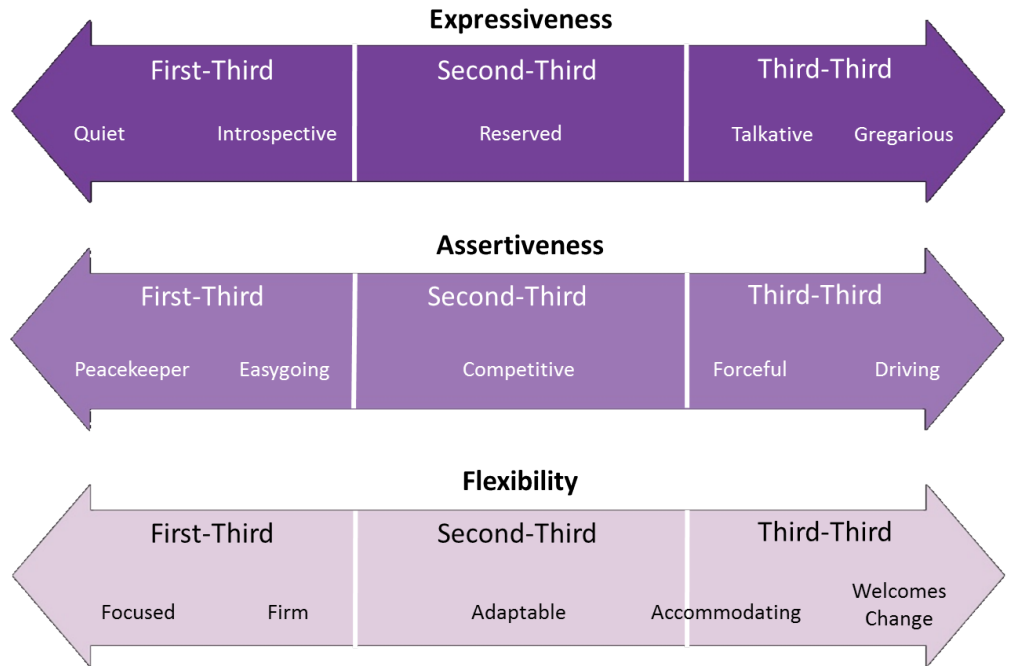


- Will take an idea and “explode” it into several possibilities; bursts of inspiration without detail.
- Ideates with visuals.
- Connects ideas at a level others may not readily see.
- Encourages a safe environment for new ideas.



# EMERGENETICS AND INNOVATION

## BEHAVIORAL ATTRIBUTE REVIEW



## BEHAVIORS & INNOVATION

### EXPRESSIVENESS

- Do I have a safe avenue to express my ideas?
- Can I express my ideas clearly?

### ASSERTIVENESS

- Do I have a way to drive my idea forward?
- Can I work at a pace that is comfortable for me to drive my ideas forward?

### FLEXIBILITY

- How do I account for changes to my ideas?
- How do I account for changes that my ideas bring?







# **A WEapproach™ TO INNOVATION**

Moving Thinking Forward



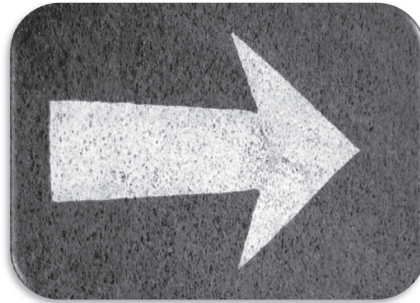




# WEapproach™ TO INNOVATION

A DELIVERY  
METHOD FOR  
INNOVATION

The behaviors are the delivery method through which the WEapproach™ to innovation happens.



BEHAVIORS AS  
A CHANNEL FOR  
INNOVATION



Use this space to capture any reflections:

## INDIVIDUAL NEEDS



Am I presenting my ideas in a way that speaks to all areas of the behavior spectrum?

---

---

---

## EXTERNAL INFLUENCERS



How do I leverage the behavior spectrum to gain knowledge that sparks new ideas?

---

---

---



# WEapproach™ TO INNOVATION

INNOVATION  
GOING OUT

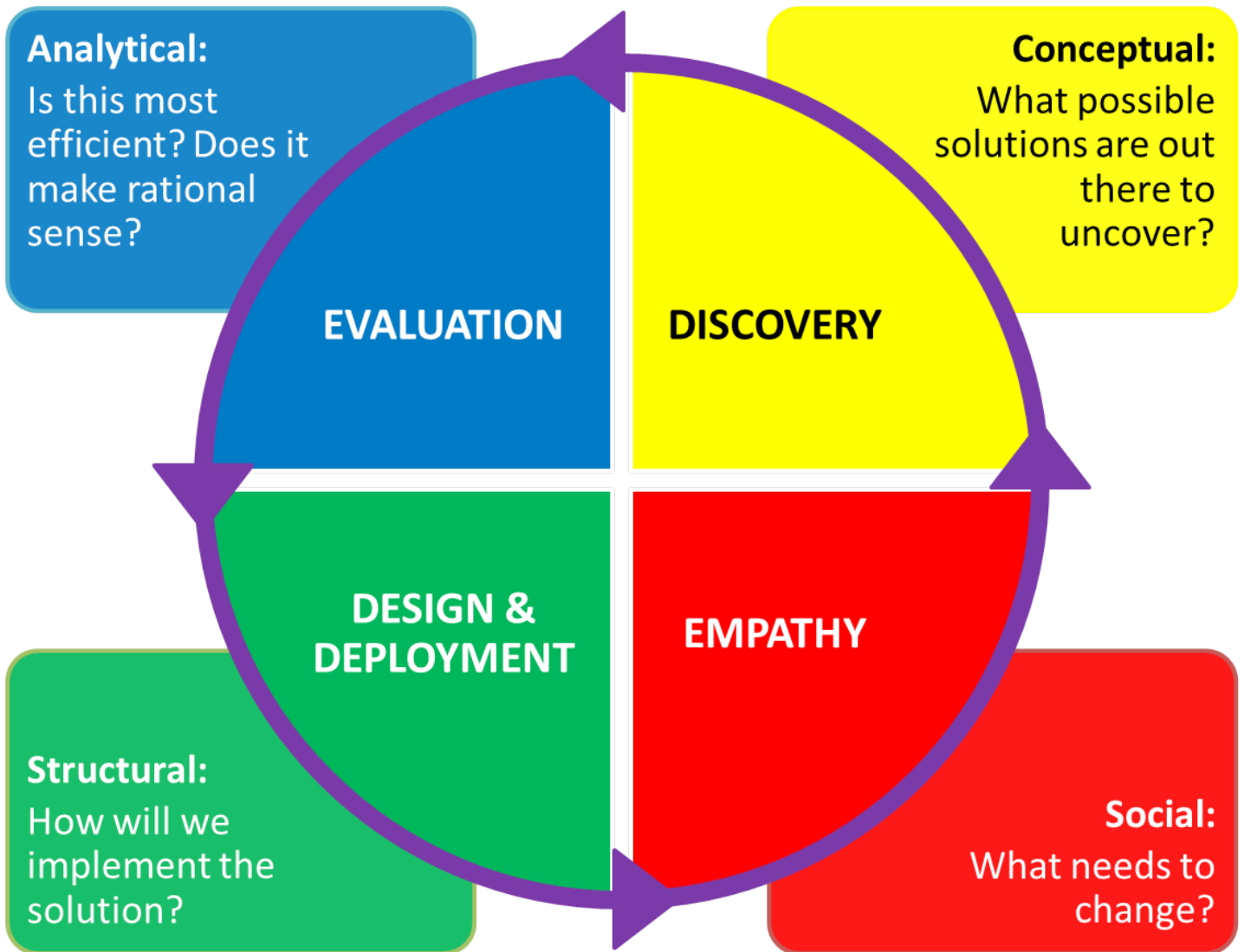


- How are we expressing the idea?
- How are we moving the idea forward?
- How are we managing changes from the idea?

INNOVATION  
COMING IN



- Are we listening?
- Are we responding?
- Are we shifting?





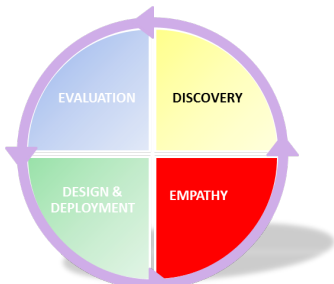
# WEapproach™ TO INNOVATION

## SCENARIO

*Use the scenario below to provide a framework to practice each step of the WEapproach.*

The ThinkBehave Corporation is launching a new product that will revolutionize the way people communicate. There is a strong market need to release the product immediately as competition is fierce and opportunity is high. Challenges include high implementation costs and employees' lack of knowledge about the proposed technology.

### STEP 1: EMPATHY



### ASKS THE QUESTION: What needs to change?

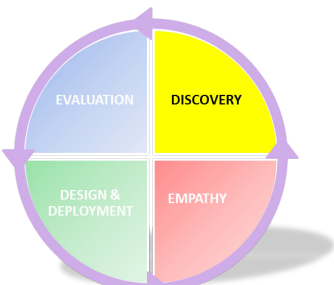
- Who is being affected by this issue?
- What questions can we ask to get at their problem(s)?
- What is the key concern we need to innovate for?

---



---

### STEP 2: DISCOVERY



### ASKS THE QUESTION: What are possible solutions?

- Build from empathy to ideation.
- Use the thinking strengths of others to generate a wide range of solutions.
- Don't judge ideas as you are generating.

---

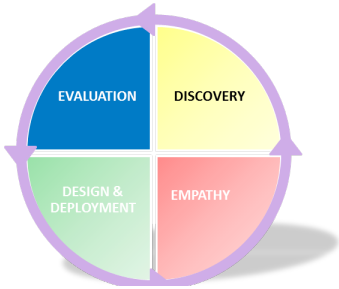


---



# A WEapproach™ TO INNOVATION

## STEP 3: EVALUATION



### ASKS THE QUESTION: Does this make sense?

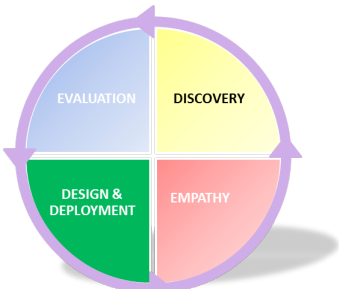
- Determine what criteria is needed for a successful solution.
- Evaluate possible solutions; select the best response to the Empathy discoveries.

---



---

## STEP 4: DESIGN & DEPLOYMENT



### ASKS THE QUESTION: How will we implement the solution?

- What process do we use to put our idea into action?
- What are the next steps?
- What is our timeline?

---



---

## PAPER CLIP EXERCISE



Use this space to capture any reflections during this activity:

---



---



---



---



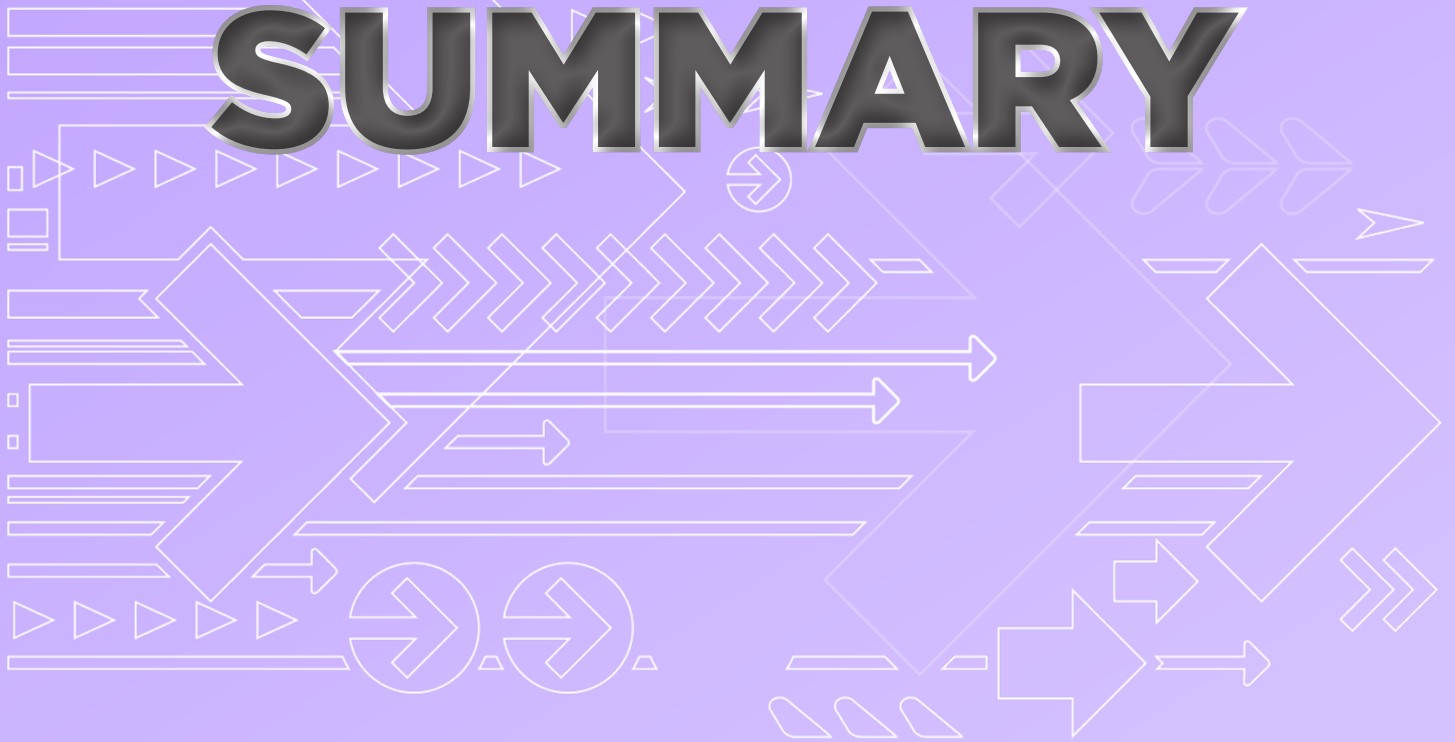
---







# PROGRAM SUMMARY



Moving Thinking Forward







# PROGRAM SUMMARY

## LESSONS IN INNOVATION

- New products or approaches can be created simply by combining existing items or ideas.
- Increasing the success of an item can be as easy as repackaging the way it looks.
- Look to your own environment for inspiration.
- A shift in application can create something entirely new.
- Willingness to reinvent what is closest to you can lead to unexpected successes.

## PERSONAL REFLECTION



What is one area in your current role where you will focus your innovation?

---

---

---

---

---

---

---





# PROGRAM SUMMARY



## INNOVATION<sup>{WE}</sup> CHECKLIST

### You are fostering a climate of innovation when...

- You are focusing on new ideas that enhance the performance of a process, your team, or your organization.
- You focus on ways that you can foster a climate of innovation in your role and in your realm of influence.
- You are using our own unique Emergenetics strengths to generate new ideas.
- You are harnessing The Power of WE to transform solutions through a climate of innovation!**

## PERSONAL LEARNING LOG

Capture your reflections and lessons learned from today's workshop:




---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



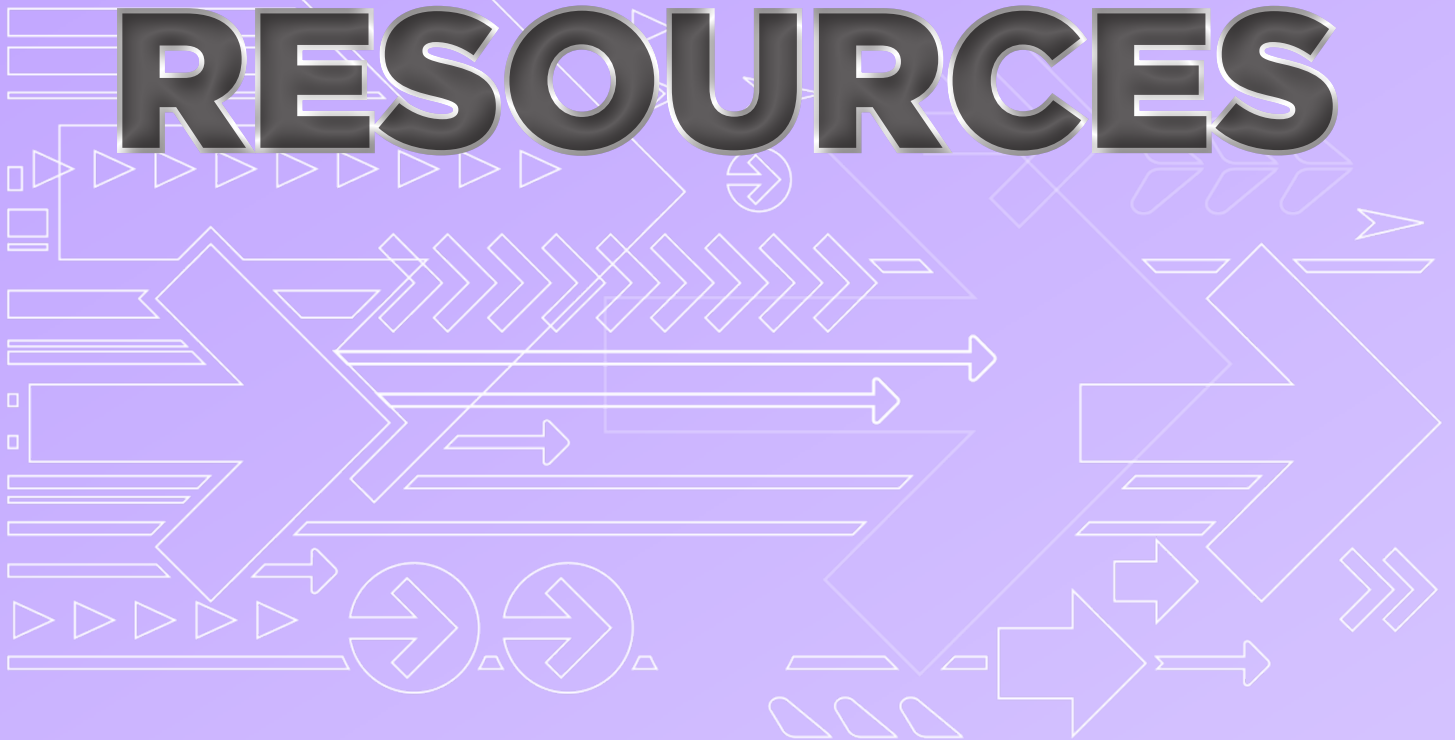
---



---



# TOOLS AND RESOURCES










Moving Thinking Forward





# EMERGENETICS® TEMPLATE

 <b>ANALYTICAL</b>	 <b>CONCEPTUAL</b>	
 <b>STRUCTURAL</b>	 <b>SOCIAL</b>	
1/3	 <b>Expressiveness</b>	3/3
1/3	 <b>Assertiveness</b>	3/3
1/3	 <b>Flexibility</b>	3/3



## TRANSFORMING CHALLENGES

	PROCESS	PRODUCTS	PRESSURES
<b>WHAT</b> <i>Grievance Language</i>	What bugs you about your current processes?	What is the most undesirable feature of the product? (What do people complain about?)	What takes too much time? What demands are overwhelming you?
<b>HOW</b> <i>Action Question Language</i>	What can you do to make it better, faster, more streamlined?	What can I add, subtract, or change to make it better?	How can I manage time more effectively? How can I work with others to meet demands in a timelier manner?

Grievances	Action Questions



## A WE*approach*<sup>™</sup> to Innovation

### **EVALUATION:** Analytical

Is this most efficient? Does it make rational sense?

### **DISCOVERY:** Conceptual

What possible solutions are out there to uncover?

### **DESIGN & DEPLOYMENT:** Structural

How will we implement the solution?

### **EMPATHY:** Social

What needs to change?



## A WE*approach*<sup>™</sup> to Innovation



**EXPRESSIVENESS**

How are we expressing the idea?

Are we listening?



**ASSERTIVENESS**

How are we moving the idea forward?

Are we responding?



**FLEXIBILITY**

How are we managing changes from the idea?

Are we shifting?