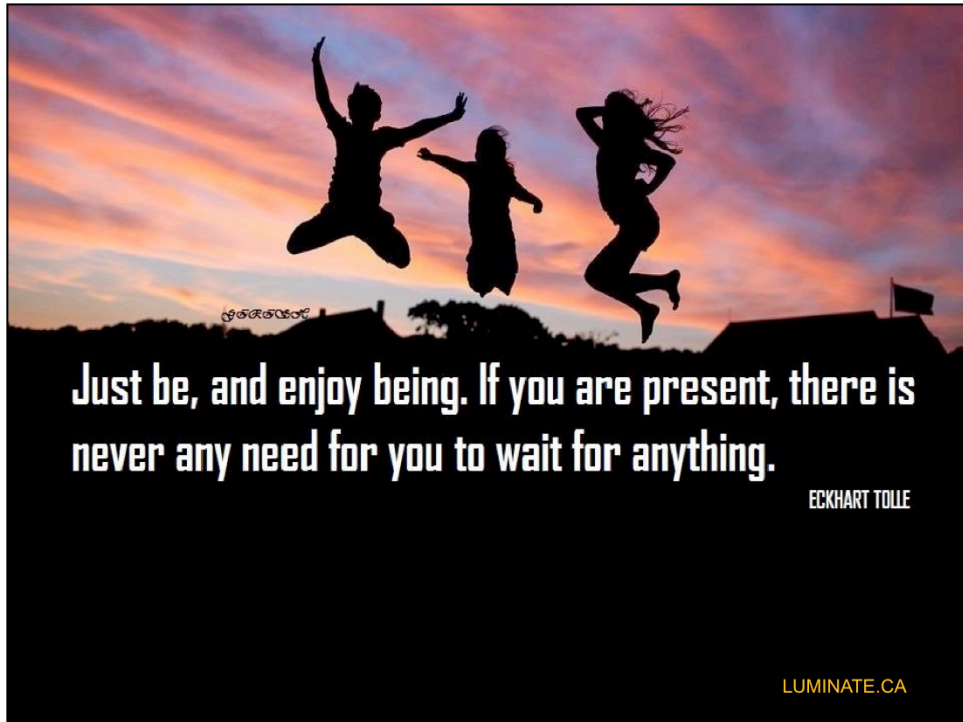# Igniting Innovation !

America Outdoors Association Conference 2019

Facilitated by Laura Adams

LUMINATE
Business Design
Service Innovation

Just be, and enjoy being. If you are present, there is never any need for you to wait for anything.

ECKHART TOLLE

LUMINATE.CA

Igniting Innovation !

If there is a time to innovate – that time is now!

Today is a powerful opportunity to connect, to collaborate, to innovate, to make a difference!

Workshop Intent

- Unlock your personal/professional leadership potential

- Reflect on the outdoors 'landscape' and explore what is working well; and what are the challenges ?

- Identify opportunities to innovate, and prioritize those that have the greatest potential to enhance personal, operational and sector performance

- Explore these using design thinking and innovation techniques to create solutions that will work 'in the real world' *New tools and techniques !*

- Create a roadmap to foster your leadership potential and to sustain these ideas; now and into the future.

LUMINATE.CA

What is the most important thing you would like to accomplish during this workshop ?

LUMINATE.CA
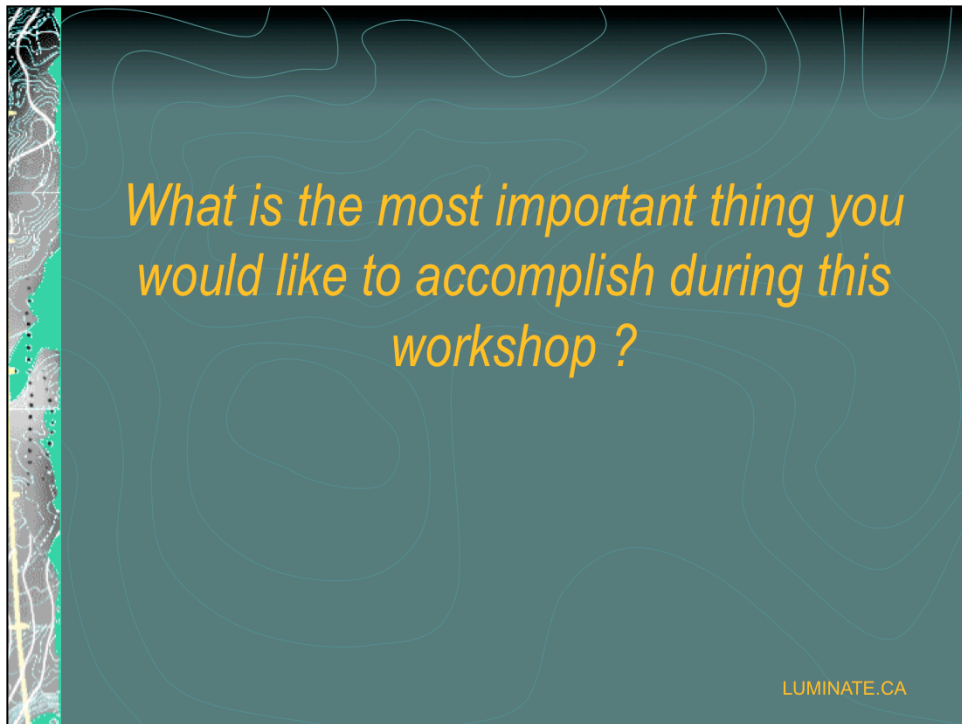
Innovation is a mindset –are you forced to react to change; responsive to change, or ahead of change?

Starts with The RIGHT MINDS: Perspectives from all parts of the SYSTEM:

Qualities of High Performing Teams

- Profound connection to the aspirations of the 'organisation' (The WHY)

- Desire to seek and 'see' the evidence

- Unfettered ability to speak up, to challenge the status quo, and ask the hard questions

- Commitment to solving problems and achieving success

- Able to listen carefully, and to question oneself and others

- Open and keen to learn from other group members

- Deep respect for others' point of view.
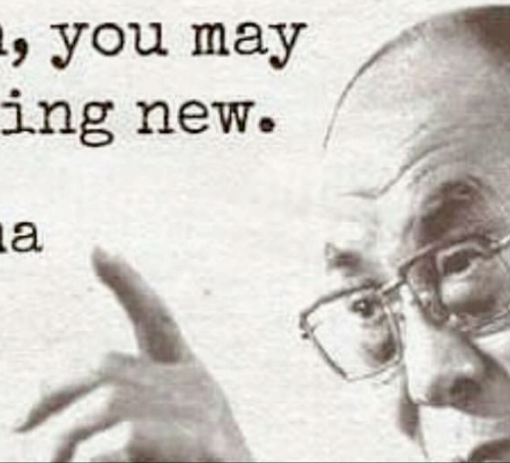
LUMINATE.CA

The Right Minds

Igniting Innovation! - our approach

- Our group has the knowledge to co-design a better future

- Everyone has something to contribute

- Trust the process

- Be curious – different perspectives and changing perspectives illuminates new thinking

- Fun and work are not mutually exclusive !
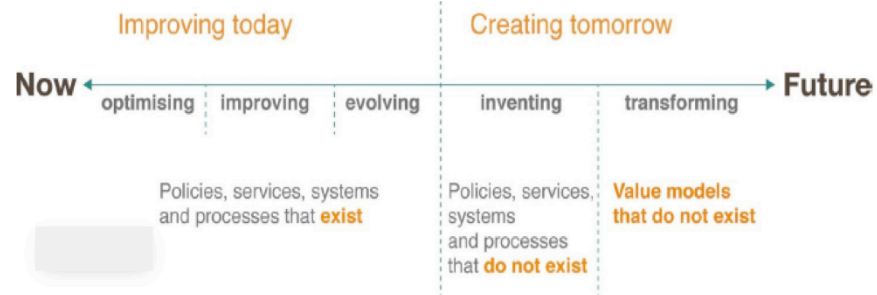
- Print clearly as these will be our 'assets'

LUMINATE.CA

When you talk, you are
only repeating what
you already know. But
if you listen, you may
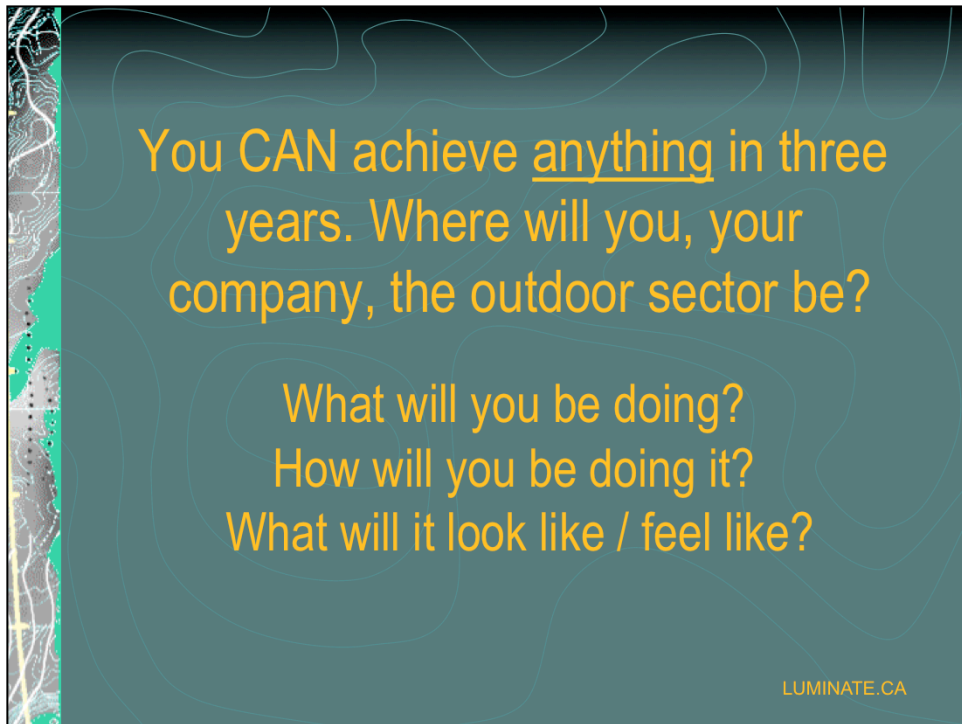learn something new.

  – Dalai Lama

You CAN achieve <u>anything</u> in three years. Where will you, your company, the outdoor sector be?

What will you be doing?
How will you be doing it?
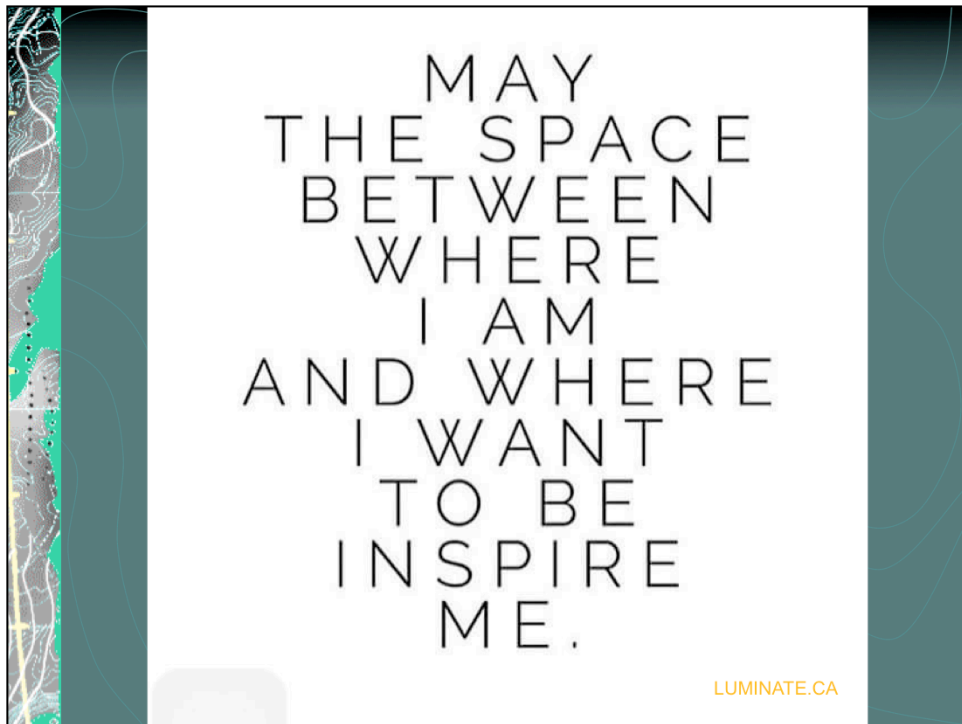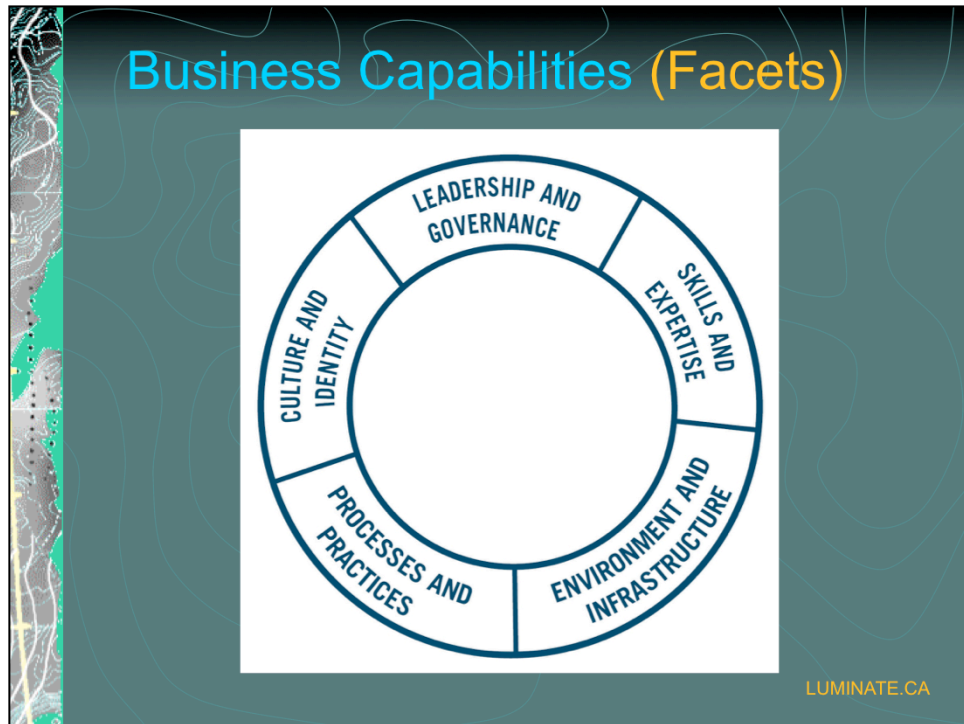What will it look like / feel like?

LUMINATE.CA

What is the difference you want to make? What are your bold goals? And how will you realize them?

Do you want to improve today, or create tomorrow?

Use the most vivid and evocative words

Current to Future State – Gap analysis

Business Capabilities (Facets)

LEADERSHIP AND GOVERNANCE
SKILLS AND EXPERTISE
CULTURE AND IDENTITY
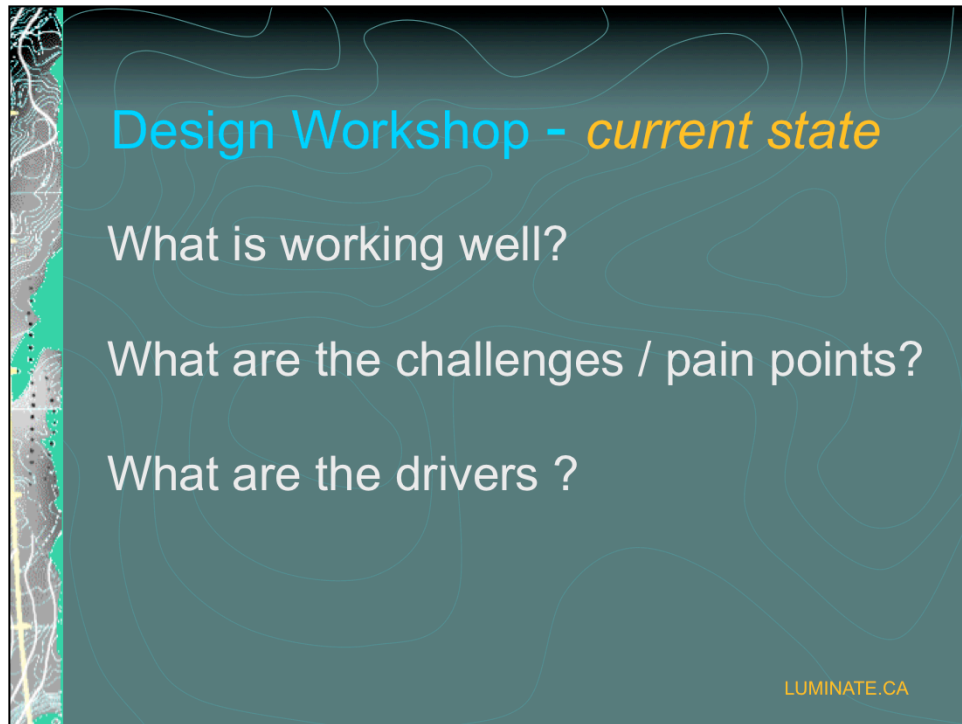PROCESSES AND PRACTICES
ENVIRONMENT AND INFRASTRUCTURE

LUMINATE.CA

Everything from life goals through to business can be understood through five capabilities (Facets).

Examine your goals, business, issues / opportunities through these . Then identify what you need to do to achieve your desired future state.

Create a roadmap / workplan with 5 section 1 (for each capability); then sequence your activities into a timeline (for example 3 months; Year 1; Year 2; Year 3.

The Current State

LUMINATE.CA

Design Workshop - *current state*

What is working well?

What are the challenges / pain points?

What are the drivers ?

LUMINATE.CA

What is working well in the US Outdoor Industry?

What are the challenges / pain points?

What are the DRIVERS?
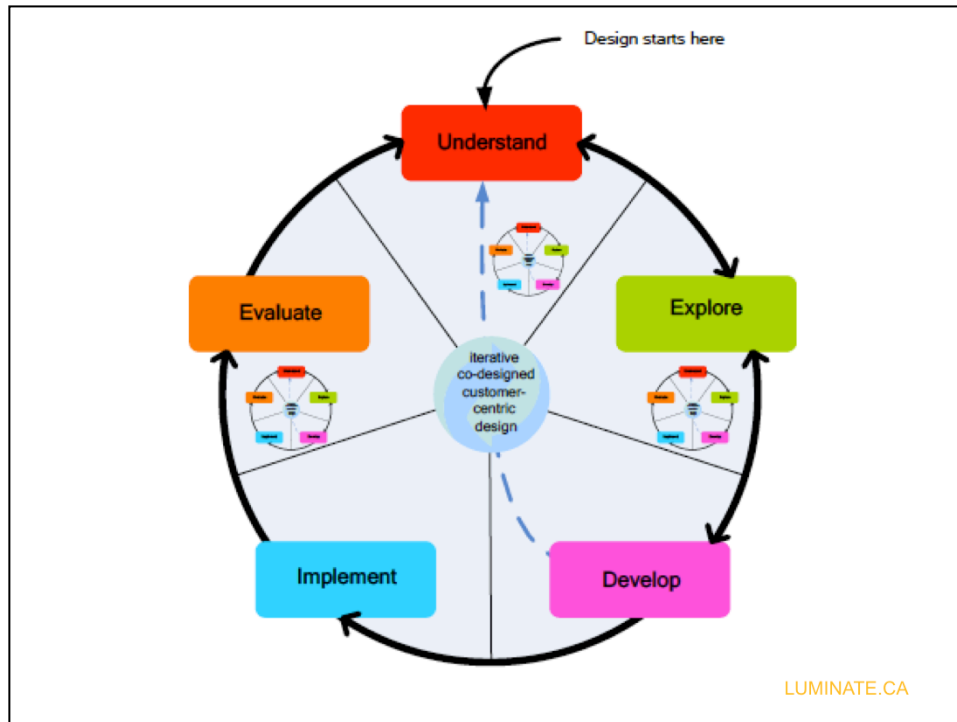
* This is a brainstorm! 80/20 rule!

Keep Doing: BLUE

Start Doing: Green

Stop Doing: RED

Revisit your insights / brainstorms: What are the highest value issues to solve ? / opportunities to explore?

Identify these and write up the Design Topic - invite participants to choose which innovation design team they'd like to join

The Innovation Design Lifecycle. This is an 'iterative' process that starts with Understanding.

After you have implemented and evaluated the design (improving today through to creating tomorrow); a new cycle begins.

Design Workshop – *(rapid prototyping)*

1. Describe the issue / opportunity
in one clear cause / effect statement

Existing Innovation capabilities are inadequate to deliver our business priorities and strategic plan

2. Why is this happening - is there a root cause?

3. What are the benefits of solving this issue / exploring this opportunity?   WHY

LUMINATE.CA

EXPLORE workshop (step 1 and 2 in the design lifecycle)

Describe (in a cause/effect statement) why it is important to solve the issue, and/or exploit the opportunity – there is a cost in not exploring your opportunities!

Root cause – get at the heart of what you are trying to solve or improve.

Define the benefits – ensure they are measurable

This becomes your value proposition; your call to action!

Design Workshop – *(rapid prototyping)*

4. Design solutions – how will this REALLY work…

5. Identify who needs to be involved to make this happen?

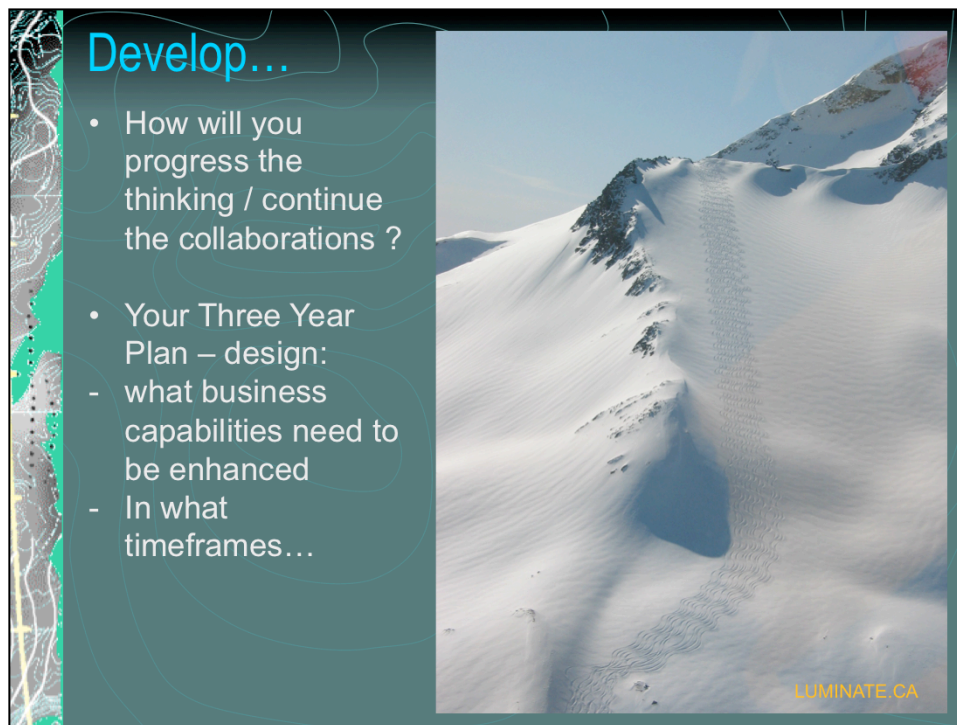6. Describe any risks that may need to be managed.

LUMINATE.CA

Solutions design – Your 'Desired Future State'.

Initial insights…

Present designs

Iterate –get input from the wider group in the workshop. Then present to others for broader input…

Develop…

- How will you progress the thinking / continue the collaborations ?

- Your Three Year Plan – design:
- what business capabilities need to be enhanced
- In what timeframes…

LUMINATE.CA

Seek additional insights:

1) Post it on your wall / in your office to get further insights as people 'stew' on it. 2) Post it in your lunchroom with some blank sticky notes and a pen – invite people to comment, 3) Post it on your intranet, social media and invite input, 4) invite input / comments from your networking groups…

Ask - Is there anyone who wants to champion this and carry it forward? Who wants to be involved? How will you continue the collaborations?

The next step is 'DEVELOP" in the Innovation Design Lifecycle: Identify what business capabilities (facets) are required. Then sequence into a Roadmap. Develop further with costs, work plan etc…