An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger base is submerged. The word "SUCCESS" is written on the tip, while a list of challenges is written on the submerged part.

SUCCESS

HARD WORK
PERSISTENCE
LATE NIGHTS
REJECTIONS
SACRIFICES
DISCIPLINE
CRITICISM
DOUBTS
FAILURE
RISKS



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

Northern Virginia Chapter

FACILITATING INNOVATION WITHIN YOUR ORGANIZATION



J.A. Rodriguez Jr.

Dare to think differently...

TRICK OR TREAT
OR INNOVATION?

1... 2... 3...

What are the Odds?

$$\text{Probability of an Event} = \frac{\text{Number of Successful Outcomes}}{\text{Number of Possible Outcomes}}$$



Somewhere in the Arctic...

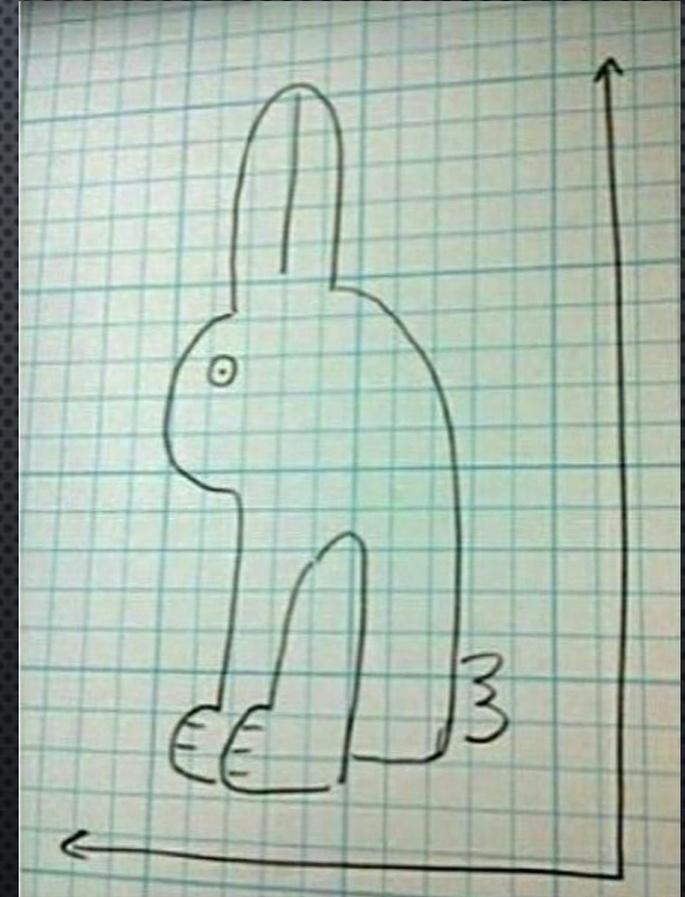
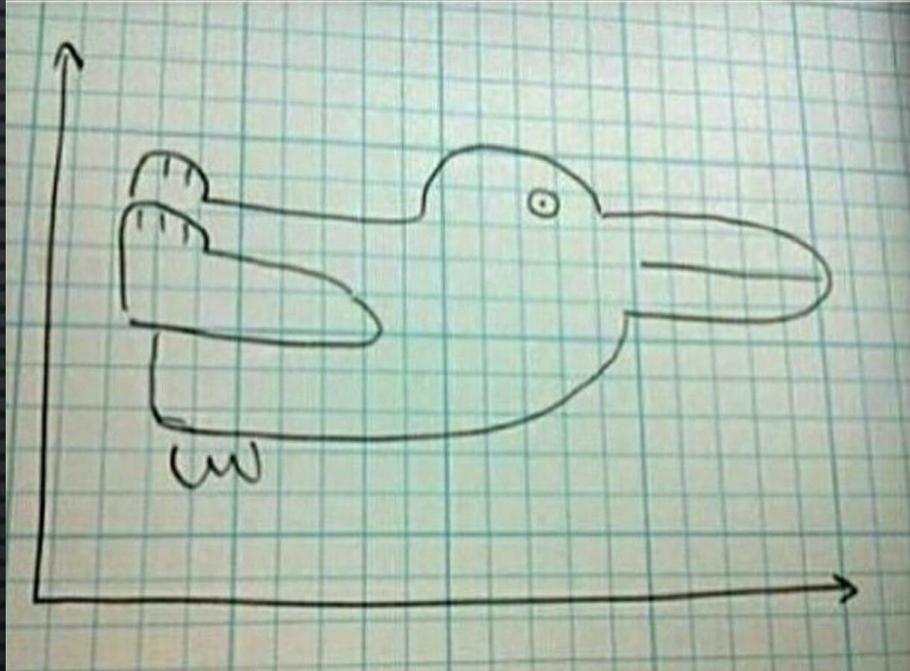


Somewhere in the Arctic...

Watch Your Assumptions...

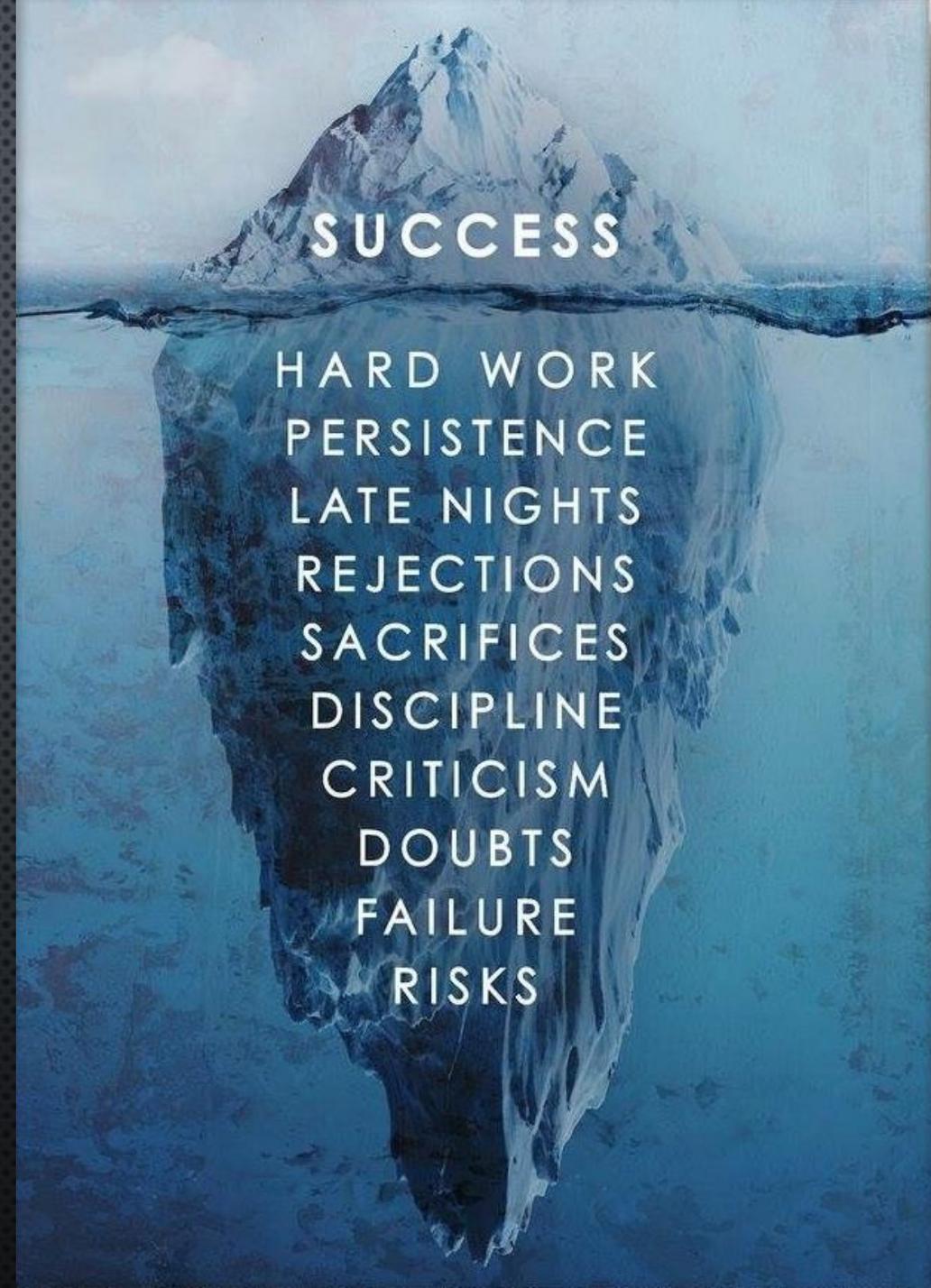
Inconsequential
or
Consequential

PERSPECTIVE...IT DEPENDS...



We must train our minds to look at everything in every possible way before drawing conclusions.

WHAT LEADS TO SUCCESS?

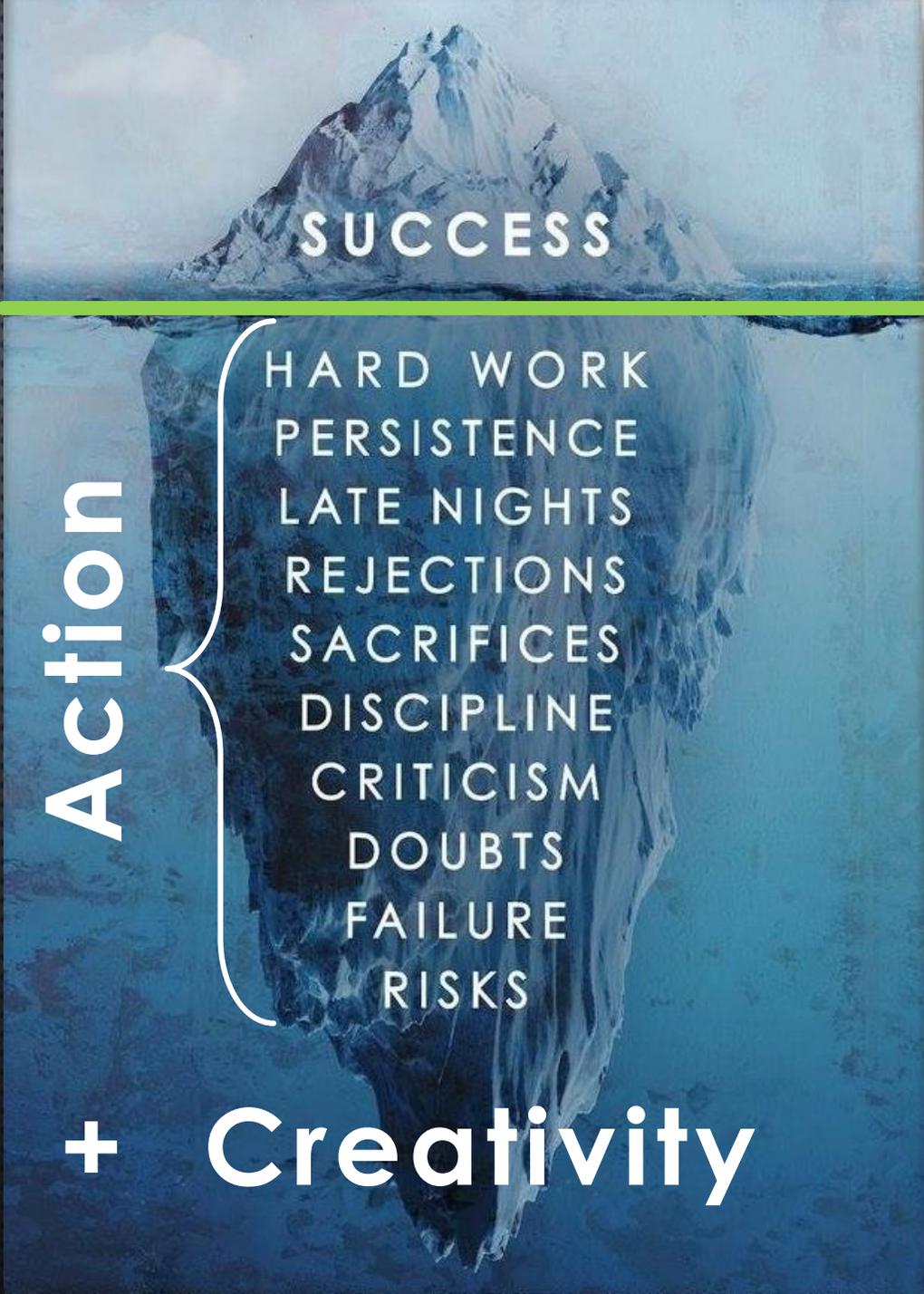


SUCCESS

HARD WORK
PERSISTENCE
LATE NIGHTS
REJECTIONS
SACRIFICES
DISCIPLINE
CRITICISM
DOUBTS
FAILURE
RISKS

Innovation is this transition point: →

WHAT LEADS TO
INNOVATION?



SUCCESS

Action

HARD WORK
PERSISTENCE
LATE NIGHTS
REJECTIONS
SACRIFICES
DISCIPLINE
CRITICISM
DOUBTS
FAILURE
RISKS

+ Creativity

THE IMPORTANCE OF INNOVATION!

Why is Innovation so Difficult?

THE COMPLACENCY TRAP IS THE MUCH EASIER
ALTERNATIVE...

Why is Innovation so Difficult?

INNOVATION TAKES PURPOSEFUL ACTION...

INNOVATION DISRUPTS...

Why is Innovation so Difficult?

BY THE AGE OF 17:

“NO” 150,000 TIMES,

“YES” ONLY 5,000 TIMES!

Why is Innovation so Difficult?

WE MUST STAY BETWEEN THE LINES.

WE MUST DO THIS AND THAT.

WE MUST CONFORM !

Why is Innovation so Difficult?

WHILE CONFORMANCE IS OFTEN
GOOD... IT CAN ALSO BE LIMITING !

Why is Innovation so Difficult?

BANDWIDTH OF CREATIVITY NARROWS WITH EVERY "NO."



Why is Innovation so Difficult?

BANDWIDTH OF CREATIVITY NARROWS WITH EVERY "NO."



CHALLENGE

WE MUST UNDO THE “CAN’T” AND “NO.”

WE MUST REPROGRAM OURSELVES AND OUR
ORGANIZATIONS.



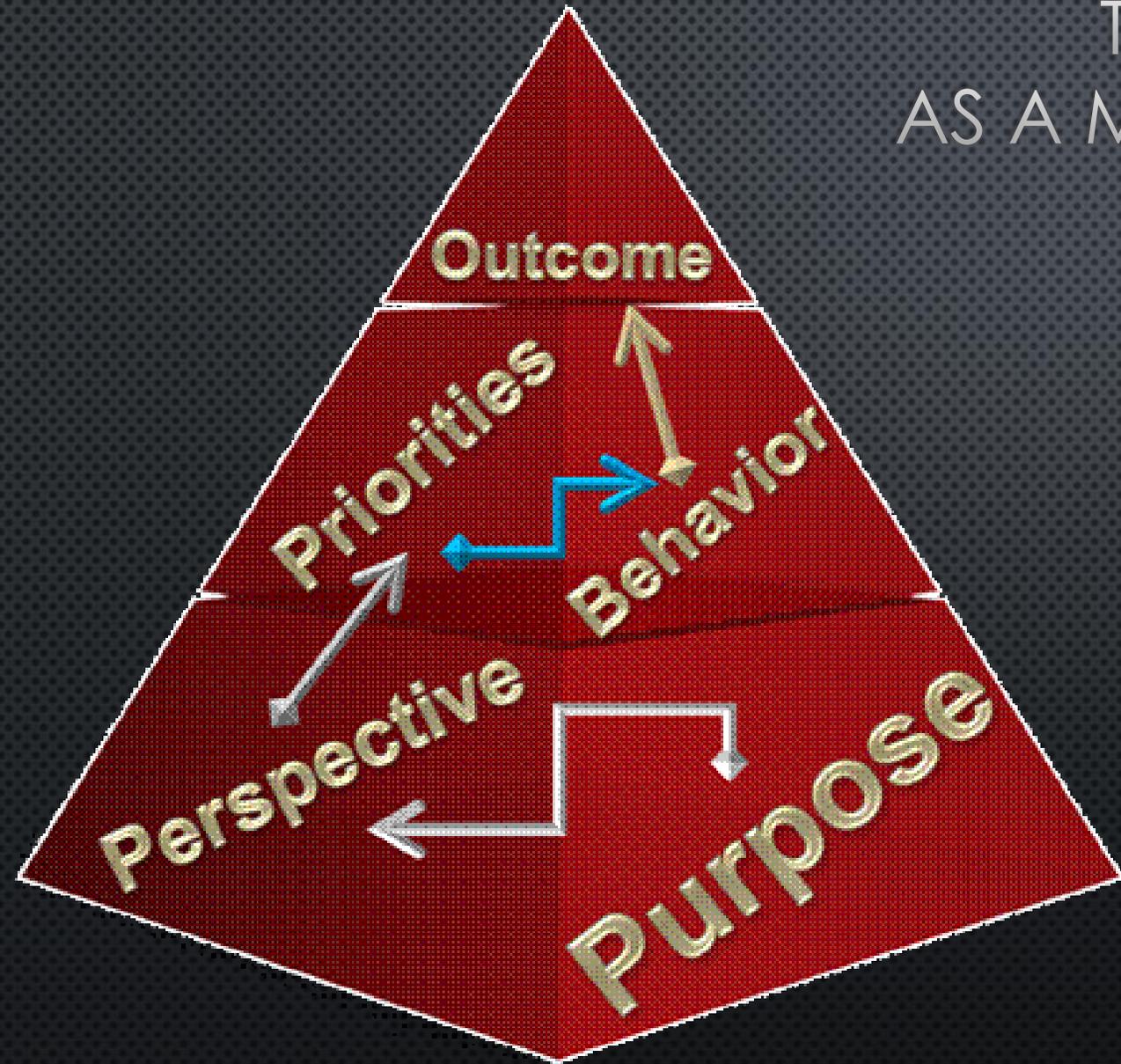
WORKING HARD IS NOT THE
ONLY CRITERIA TO IGNITING
INNOVATION!

CHALLENGE

THINK OF INNOVATION

DIFFERENTLY...

THINK OF INNOVATION
AS A MINDSET NOT AN OUTCOME,
NOT A PRODUCT

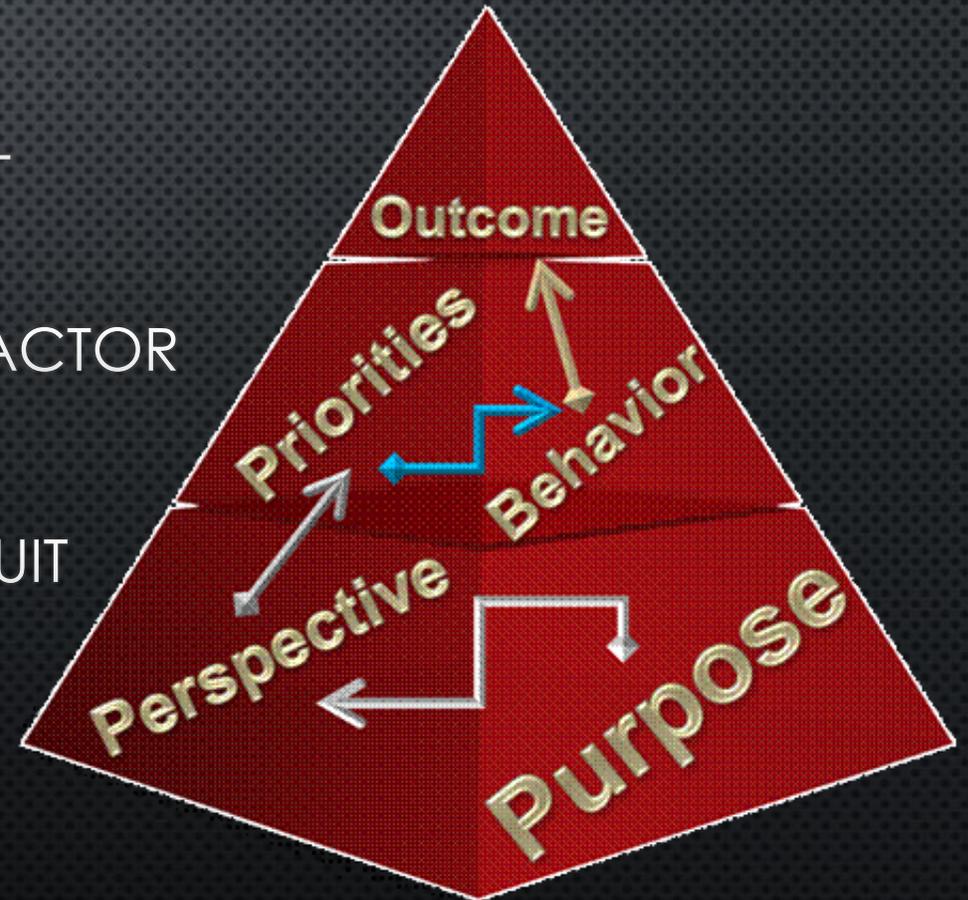


Late for Work

Business Purpose

THINK OF INNOVATION AS A MINDSET

- LEADERSHIP ESTABLISHES THE EXPECTATION & CULTURE
- TEAM MEMBER BUY-IN AND UNITY IS ESSENTIAL
- PERSISTENCE IS CRITICAL: THE “WANT TO” FACTOR
- SUSTAINMENT CAN BE EXHAUSTING, NEVER QUIT
- COLLABORATION IS THE KEY



LEADERSHIP
IS KEY IN IGNITING
COLLABORATION AND
INNOVATION.

WHAT DO YOU SEE?

LEADERSHIP IS KEY IN IGNITING
COLLABORATION AND INNOVATION.

Video Courtesy of: <https://www.youtube.com/watch?v=Aa5yL8K1d1Q>

WHY IS COLLABORATION IMPORTANT
IN INNOVATION?

THE IMPORTANCE OF COLLABORATION

- GOING AT IT ALONE SEEMS EASIER, LESS TRYING AND MORE EFFICIENT.
- OFTEN, THE BARRIERS TO COLLABORATION APPEAR ONEROUS AND SIMPLY NOT WORTH THE EFFORT.

THE IMPORTANCE OF COLLABORATION

- IT IS A BALANCE BETWEEN GETTING THE JOB DONE YOURSELF AND GETTING THE JOB DONE IN WAYS THAT DELIVER OPTIMAL RESULTS.
 - BOTH APPROACHES DO OFTEN PRODUCE WORK PROGRESS
 - ONE APPROACH IS FOCUSED ON OUTCOMES, THE OTHER IS FOCUSED ON PROCESSES
 - THE DIFFERENCE IS IN THE NUMBER OF UNINTENDED CONSEQUENCES

5 WAYS TO IGNITE COLLABORATION

5 WAYS TO IGNITE COLLABORATION

1. EVERYONE MUST UNDERSTAND THE SAME END RESULT

THIS SOUNDS RUDIMENTARY YET IT IS NOT.

THE GOAL IS TO ACHIEVE THE END RESULT IN A WAY THAT MAXIMIZES COLLABORATION AND SUPPORT WITHOUT FOCUSING ON IT TO THE POINT OF DISTRACTION.

THIS DRIVES BUY-IN WHICH FOSTERS SUSTAINABILITY OF ACTIONS.

5 WAYS TO IGNITE COLLABORATION

2. DO YOUR HOMEWORK

DISCERN WHAT WILL MAKE OTHERS MORE SUCCESSFUL FROM THEIR POINT OF VIEW.

IDENTIFY THE STAKEHOLDERS AFFECTED AND THOSE WHO MAY HAVE INPUT.

IS THERE A COMMON INTEREST? IF NOT, CREATE ONE!

5 WAYS TO IGNITE COLLABORATION

3. ASK FOR HELP

DETERMINE WHAT THE STAKEHOLDERS CARE ABOUT AND ALIGN HOW YOUR NEED FOR HELP FULFILLS THEIR NEED FOR SUPPORT.

ASK FOR THEIR INPUT ON VALIDITY OF CONCEPT, APPROACH, ORGANIZATIONAL IMPACT, AND VALUE OF FINAL OUTCOME.

ASK FOR THEIR INVOLVEMENT AS A VALUED PARTNER AND INITIATE A DIALOG.

5 WAYS TO IGNITE COLLABORATION

4. SOCIALIZE

CREATE A BUZZ AROUND YOUR INITIATIVE, SECURE BUY-IN

TIE IT BACK TO THE FUNDAMENTAL NEEDS AND PRIORITIES OF THE ORGANIZATION... TO THE PURPOSE

SOCIALIZE YOUR END RESULT, YOUR PLAN TO GET THERE, THE BENEFITS AS YOU SEE THEM SHOULD YOUR IDEA BECOME SUCCESSFUL

5 WAYS TO IGNITE COLLABORATION

5. GET AN ANSWER

KNOW WHERE YOUR STAKEHOLDERS STAND.

ANSWER THEIR CONCERNS WITH RESPONSES THAT DRIVE COMMONALITY,
INCLUSION AND DIALOG.

DRIVE TO RESOLUTION.

5 WAYS TO IGNITE COLLABORATION

1. Everyone must understand the same end result
2. Do your homework
3. Ask for Help
4. Socialize
5. Get an Answer

5 STEPS TO FACILITATE INNOVATION

...A WINNING MINDSET

5 STEPS TO FACILITATE INNOVATION

1. PERSONALLY ACCEPT FAILURE AS AN OPPORTUNITY TO IMPROVE AND NOT AS AN OPPORTUNITY TO DISCIPLINE

FAILURE IS AN OUTPUT OF A PROCESS.

IT IS AN UNPLANNED OPTION WITHIN A PROCESS THAT SURFACES DURING PROCESS IMPLEMENTATION.

THE PROCESS PERFORMED EXACTLY AS IT WAS DESIGNED SO THE DESIGN OF IT IS WHERE THE CORRECTIONS ARE MOST EFFECTIVE.

5 STEPS TO FACILITATE INNOVATION

ALLOW YOUR ORGANIZATION TO FAIL SMALL...

IT WILL BE PRIMED FOR INNOVATION.

Video Courtesy of: <https://www.youtube.com/watch?v=xKu0nS9x7Hs>

Fear is simply an illusion...

Failure can be as well!

Video Courtesy of: <https://www.youtube.com/watch?v=uYc1RLZiTeo>

5 STEPS TO FACILITATE INNOVATION

2. ENCOURAGE RESPECTFUL DISAGREEMENT WITHIN YOUR ORGANIZATION

ENCOURAGING RESPECTFUL CONFLICT SEEMS COUNTERINTUITIVE BUT THE FACT IS THAT DISAGREEMENT, OR NON-ALIGNMENT OF PERSPECTIVE, IS A KEY FACTOR IN ESTABLISHING AN INNOVATIVE CULTURE.

IF EVERYONE AGREES 100 PERCENT OF THE TIME, YOUR ORGANIZATION CANNOT BE INNOVATIVE.

5 STEPS TO FACILITATE INNOVATION

3. SET UP THE INNOVATION FRAMEWORK FOR SUCCESS

MAKE INNOVATION A PRIORITY RIGHT UP THERE WITH SAFETY, SCHEDULE, COST, AND QUALITY PERFORMANCE.

STRATEGY: SET THE EXPECTATION THAT EFFICIENCY OF PROCESS AND NEW APPROACHES TO SOLVING YOUR BIGGEST ISSUES ARE A REQUIREMENT, A KEY TO THE DOORWAY OF PROFESSIONAL SUCCESS WITHIN YOUR ORGANIZATION.

5 STEPS TO FACILITATE INNOVATION

3. SET UP THE INNOVATION FRAMEWORK FOR SUCCESS

CREATE AN ENVIRONMENT WHERE INNOVATION IS CELEBRATED AND VALUED.

STRATEGY: SET ASIDE A 10 TO 15 MINUTE “BRAG-A-LOG” SESSION IN YOUR STAFF MEETINGS WHERE YOUR TEAM MEMBERS CAN THANK EACH OTHER AND CAN HIGHLIGHT THEIR INNOVATIONS AND ACCOMPLISHMENTS IN SUPPORT OF THE CUSTOMER.

5 STEPS TO FACILITATE INNOVATION

4. FORMALLY ESTABLISH AN INNOVATION TEAM

STRATEGY: INCLUDE MEMBERS OF OTHER FUNCTIONS AND OPERATIONAL AREAS OF RESPONSIBILITIES.

FOCUS THIS TEAM ON EFFICIENCY OF PROCESS.

CRAZY IDEAS ARE OFTEN THE BEST ONES THAT LEAD TO TRUE INNOVATION.

5 STEPS TO FACILITATE INNOVATION

5. CREATE OPPORTUNITIES FOR EARLY CAREER PROFESSIONALS TO LEAD

VERY OFTEN, EARLY CAREER PROFESSIONALS ARE BURIED UNDER THE WEIGHT OF AN ORGANIZATION.

THIS IS, MOST TIMES, AN UNTAPPED RESOURCE FOR INNOVATION.

STRATEGY: ENGAGE ON A PURPOSEFUL JOURNEY TO CREATE HIGHER LEVEL OPPORTUNITIES FOR THESE EARLY CAREER PROFESSIONALS.

5 STEPS TO FACILITATE INNOVATION

1. PERSONALLY ACCEPT FAILURE AS AN OPPORTUNITY TO IMPROVE AND NOT AS AN OPPORTUNITY TO DISCIPLINE
2. ENCOURAGE RESPECTFUL DISAGREEMENT WITHIN YOUR ORGANIZATION
3. SET UP THE INNOVATION FRAMEWORK FOR SUCCESS
4. FORMALLY ESTABLISH AN INNOVATION TEAM
5. CREATE OPPORTUNITIES FOR EARLY CAREER PROFESSIONALS TO LEAD

FACILITATE INNOVATION

DARE YOUR ORGANIZATION TO THINK DIFFERENTLY

EMPOWER THEM TO DO SO

FACILITATE A FRAMEWORK FOR SUCCESS

PREPARE A RECIPE FOR ACCOMPLISHMENT

FACILITATE INNOVATION

CONVERT INNOVATION EXPECTATIONS INTO AN ACTION PLAN

DRIVE TOWARDS COMPLETION

MAKE IT A FORMAL PROCESS

FACILITATE INNOVATION

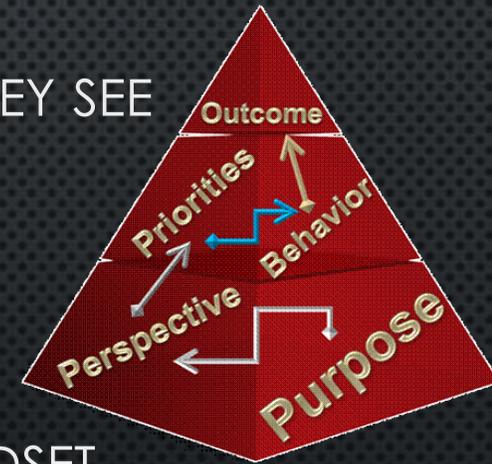
CONTINUOUSLY TWEAK THAT PROCESS WITH THE GIFT OF FAILURE

GET THE BEST PERSPECTIVE WHILE DRIVING PERFORMANCE BY DESIGN

MAKE BEST OPPORTUNITY TO TRANSFORM YOUR ORGANIZATION INTO
A POWERFUL INNOVATION DELIVERY DEVICE.

FACILITATING INNOVATION WITHIN YOUR ORGANIZATION

1. RECALL THE PILLOW CASE FULL OF CANDY, OF SMALL INNOVATIONS
2. RECALL CLAPPING AT THE COUNT OF 2 VICE 3 – EMPLOYEES DO WHAT THEY SEE
3. WATCH YOUR ASSUMPTIONS, THEY CAN HAVE SIGNIFICANT IMPACTS
4. USE THE PYRAMID OF PURPOSE TOOL TO THINK OF INNOVATION AS A MINDSET
5. USE THE DANCING KIDS EXAMPLE OF HOW TO LEAD INNOVATION



FACILITATING INNOVATION WITHIN YOUR ORGANIZATION

6. ACCEPT FAILURE AS A NORMAL PATH TO INNOVATION, RECOVER QUICKLY

7. ENCOURAGE RESPECTFUL DISAGREEMENT, IT IS THE GIFT OF PERSPECTIVE

8. RE-THINK “NO”, SET UP CULTURE OF SUPPORT BY DESIGN



9. TAP INTO YOUR EARLY CAREER PROFESSIONALS, CREATE OPPORTUNITIES

10. MAKE IT FUN AND EMPOWERING, MAKE IT WORLD-CLASS

The Price of anything is the amount of life
you exchange for it.

Henry David Thoreau



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

Northern Virginia Chapter

Thank you...

FACILITATING
INNOVATION WITHIN
YOUR ORGANIZATION



J.A. Rodriguez Jr.
Dare to think differently...