



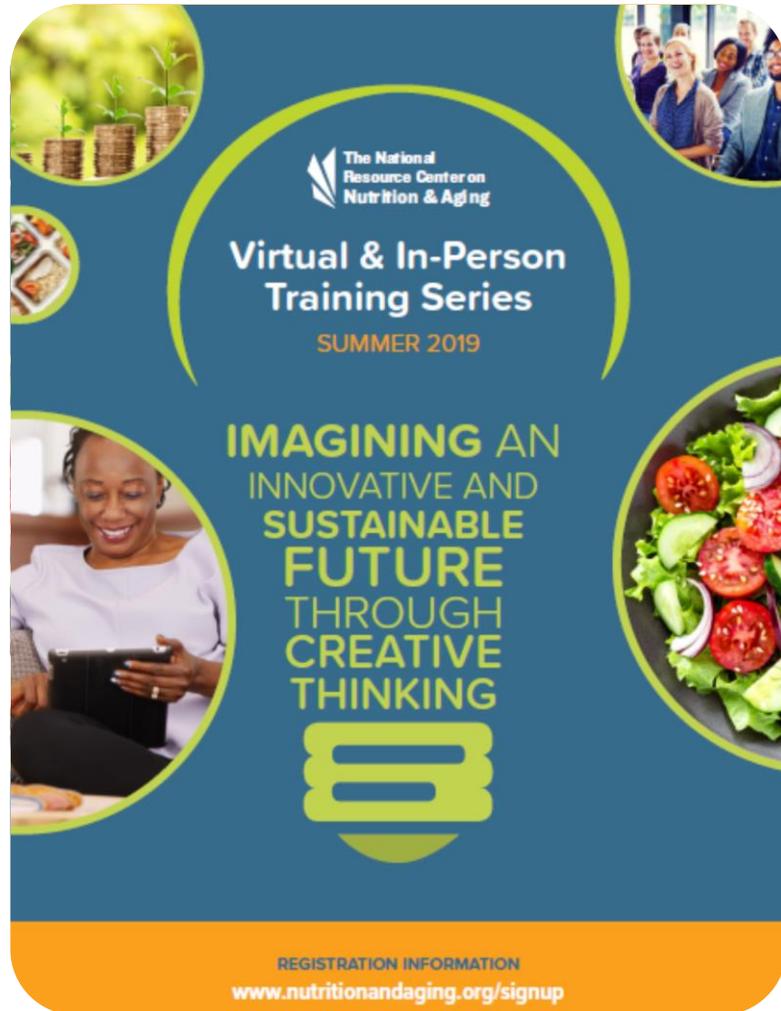
INNOVATION 101

2019 NRCNA TRAINING SERIES



Welcome & Introductions

2019 SUMMER TRAINING SERIES



PART 1:
VIRTUAL SESSION:
INNOVATION 101
JULY 23, 2019

PART 2:
INTENSIVE WORKSHOP:
PRACTICAL APPLICATIONS
IN CREATIVE IDEATION
AUGUST 26, 2019

PART 3:
VIRTUAL SESSION –
LAUNCHING YOUR
INNOVATION JOURNEY
OCTOBER 2, 2019

The National
Resource Center
Nutrition & Aging



Virtual & InPerson
Training Series

IMAGINING AN
INNOVATIVE AND
SUSTAINABLE
FUTURE
THROUGH
CREATIVE
THINKING



Innovation 101 Webinar

With Gregg Fraley

Part 1 of 3 total sessions

July 23, 2019



INNOVATION 101 WEBINAR, PART 1 OF 3

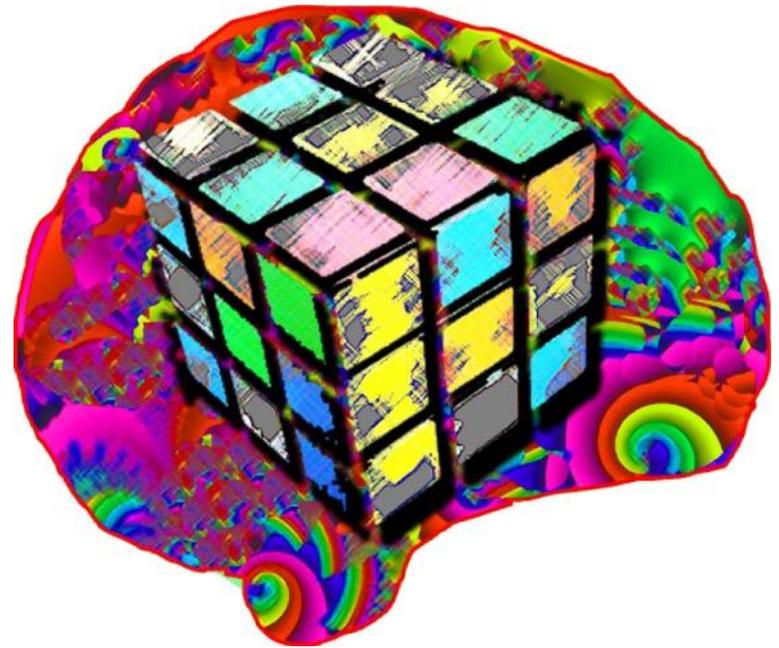
Homework and Pre-Reading Assignment

- Five Dimensional Curiosity Scale
- Asking your team/staff about views on innovation
- Doblin's 10 Types of innovation video
- Three article from Gregg Fraley
 - ***"Projects Are How Innovation Happens"***
 - ***"Brown Bag Innovation"***
 - ***"Basic Innovation Messaging to Operational Employees"***

INNOVATION 101 WEBINAR, PART 1 OF 3

Today's Session

- Welcome and thank you
- Have a paper/pencil laptop handy to jot notes
- We'll be doing an exercise that requires you write
- Slides are available through the NRCNA team
- I'm a resource to you via email, greggfraley@gmail.com
- The Big Picture of Today's session:
 - Why & How of Innovation
 - Start on an Innovation Process,
 - which continues at Conf, then post-conference

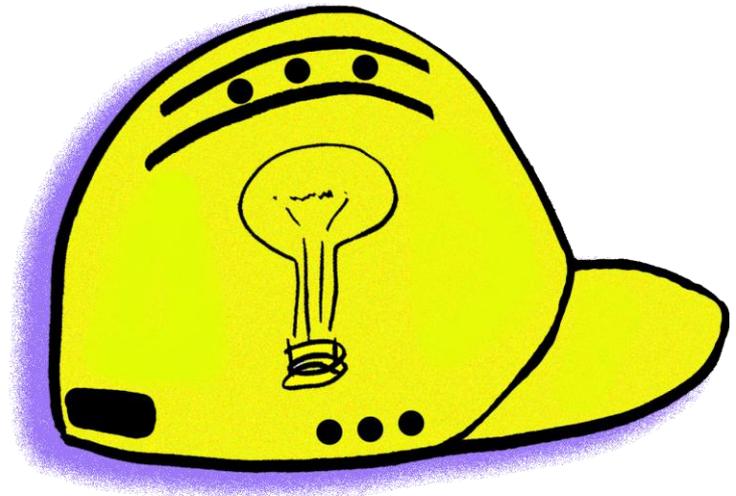


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Mindset (personal)

It all starts with your attitude(s)

- Curiosity
- Open mindedness
- Problem solving orientation
- Collaborative (YES + AND)
- Persistence
- Learn from failure
- Enrolling others in projects



INNOVATION 101 WEBINAR, PART 1 OF 3

Polling Question “A”

- **What's your sense of "innovation readiness" at your organization, and this includes you?**
 - 5. Ready, willing, able, enthusiastic
 - 4. General interest, but questions and minor issues
 - 3. Somewhat interested, some negativity and/or cynicism
 - 2. Not interested, for whatever reason, resistant
 - 1. Negative and cynical about the concept of innovation

INNOVATION WEBINAR, PART 1 OF 3

Why Innovation?

- Remember Kodak? Radio Shack? Blockbuster?
- **“Innovate or Die” is not just a cliché/phrase**
- Innovation can be intimidating, scary, and complex
- The companies listed tried to innovate
 - Survival required more risk
- **30% of Non-Profits lost money over last 3 years**
- There are many methods, frameworks, theories, and the discussion of environment, and culture...
- And yet it can be as simple as...**Projects**



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Why Don't Organizations Innovate?

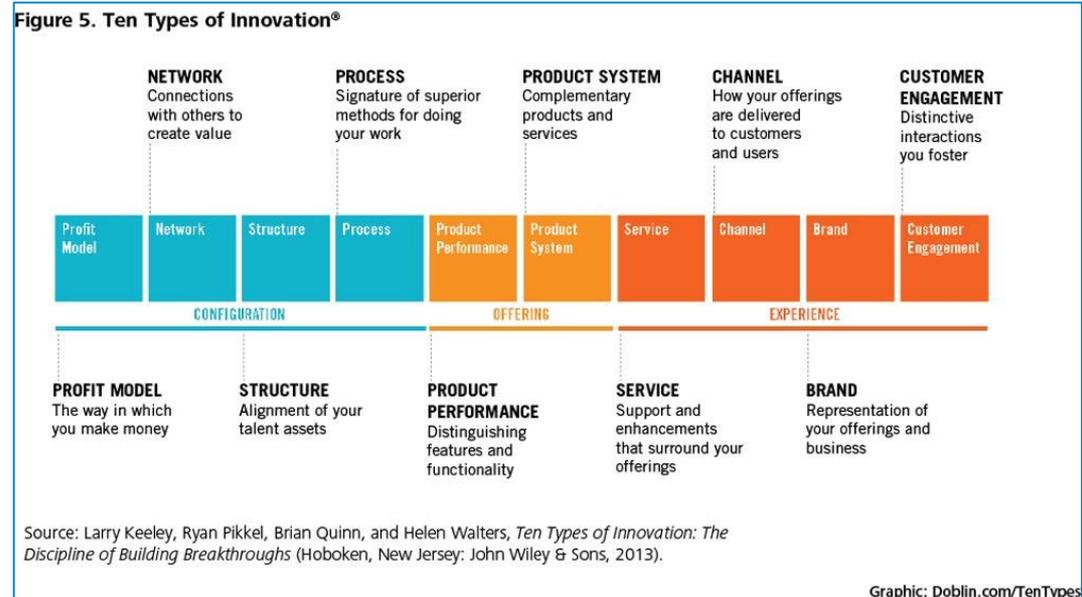
- Because people don't like to change, and like to avoid risk
 - If things are humming along, why change?
 - The larger the organization, the more focused it is on operations, which is entirely different from innovation
- **The desire, the motivation, tends to happen when there is an Emergency**



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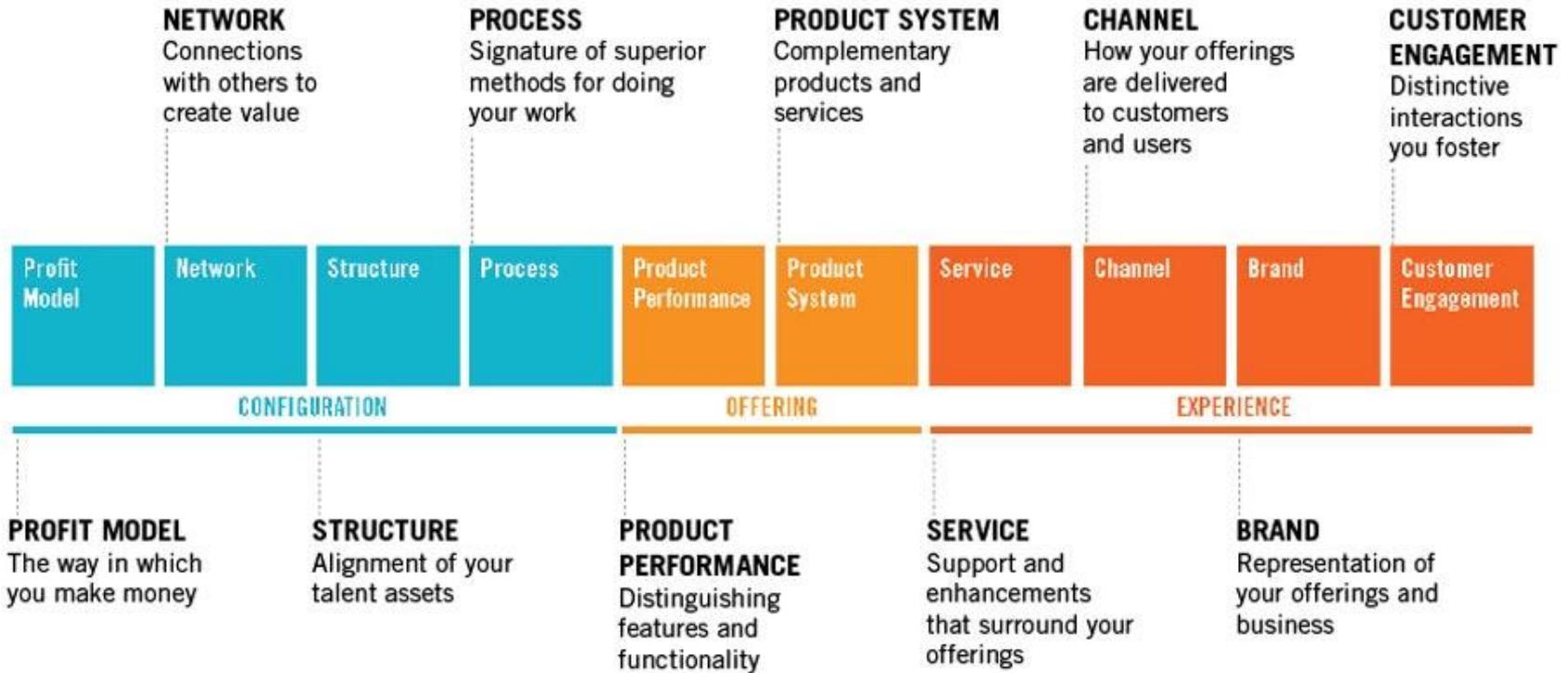
What Is Innovation?

- Implemented Creativity
- Creativity is “Novelty that’s Useful”
- Big “I” and Little “i”
- Doblin’s Ten Types



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Figure 5. Ten Types of Innovation®

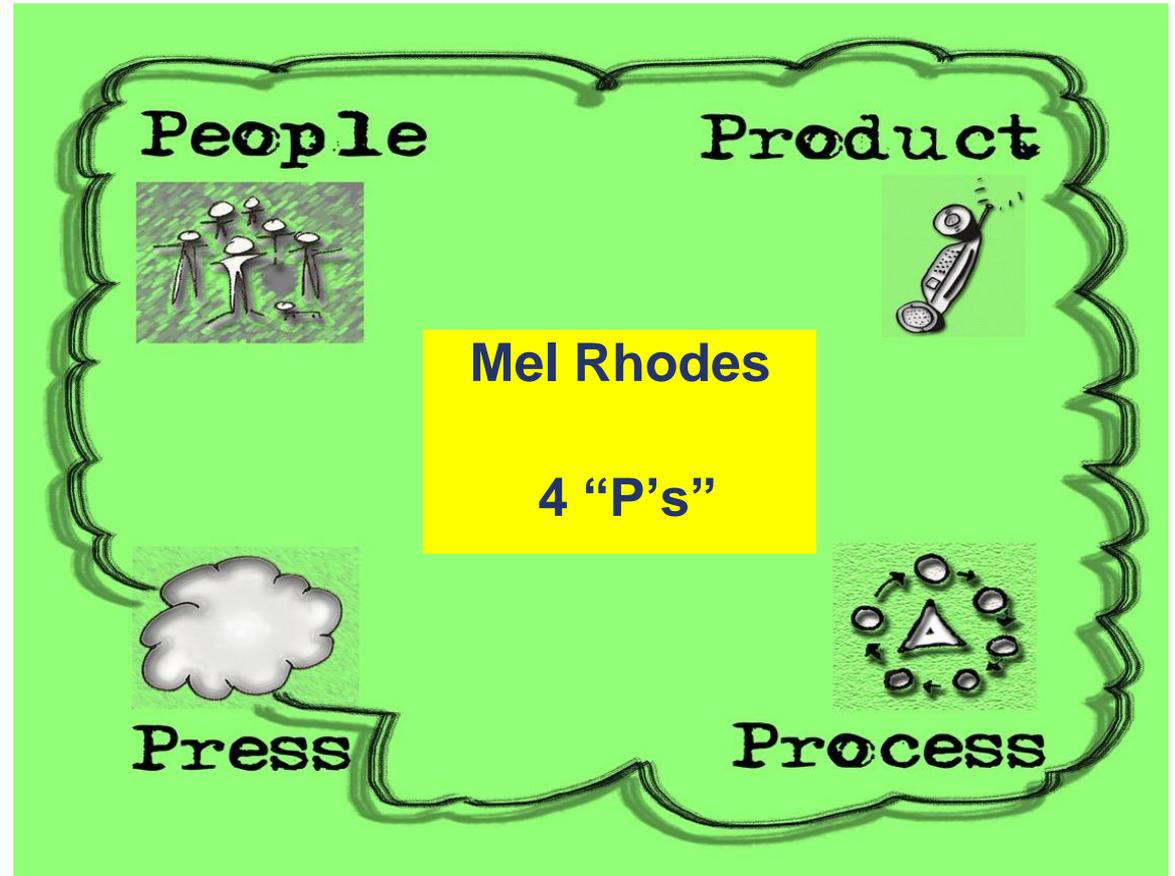


Source: Larry Keeley, Ryan Pikkell, Brian Quinn, and Helen Walters, *Ten Types of Innovation: The Discipline of Building Breakthroughs* (Hoboken, New Jersey: John Wiley & Sons, 2013).

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Lens on Organizational Creativity

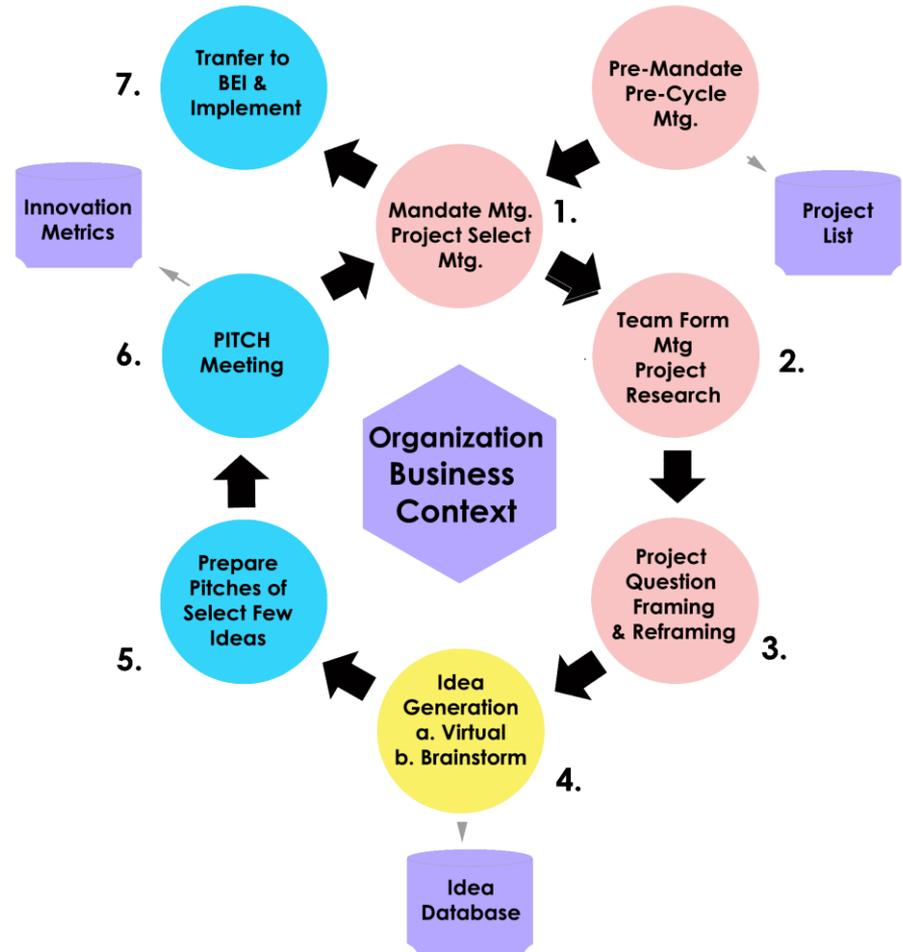
- Culture
- Mindset
- Communications
 - Requires decisions about what you'll commit to doing



INNOVATION 101 WEBINAR, PART 1 OF 3

Innovation Process

- Culture change only happens one way:
Projects
- How to manage innovation project
- 7 Step Process
adapted from “CPS” (aka
Osborn-Parnes Creative Problem Solving)*
- For more on CPS, see *CPS Resources Sheet*



INNOVATION 101 WEBINAR, PART 1 OF 3

Visioning, What Possible Projects?

- Get out your pen/paper or use your computer
- Without judging yourself...
- Start making a list of possible projects for innovation
- What's a huge challenge? Medium sized? Elephant in the room? Small and annoying? Opportunity? Low Hanging fruit



INNOVATION 101 WEBINAR, PART 1 OF 3

Visioning, Project Selection

- Who's your Wisdom Hero?
- Write that name down
- Imagine that person
 - *Key Characteristics, etc*
- Now, make a selection



INNOVATION 101 WEBINAR, PART 1 OF 3

Problem Frames (are actually Questions)

- Format: *How Might We Learn Problem Framing?*
- How Might We...+ Verb + Action
 - *create, build, fix, eliminate* (some verb)
 - *...Recruit more volunteers?*
 - *...Double our donations?*
 - *... Serve more people?*



INNOVATION 101 WEBINAR, PART 1 OF 3

Create Your First Point Problem Frame Now

- How Might We...+ Verb + Action
- Tips:
 - Not too focused, not too general
 - Avoid building in criteria or guardrails
 - For Example:
 - *How Might We improve morale in our staff and volunteers, without upsetting old timers or chronic complainers or blowing the budget on training?*

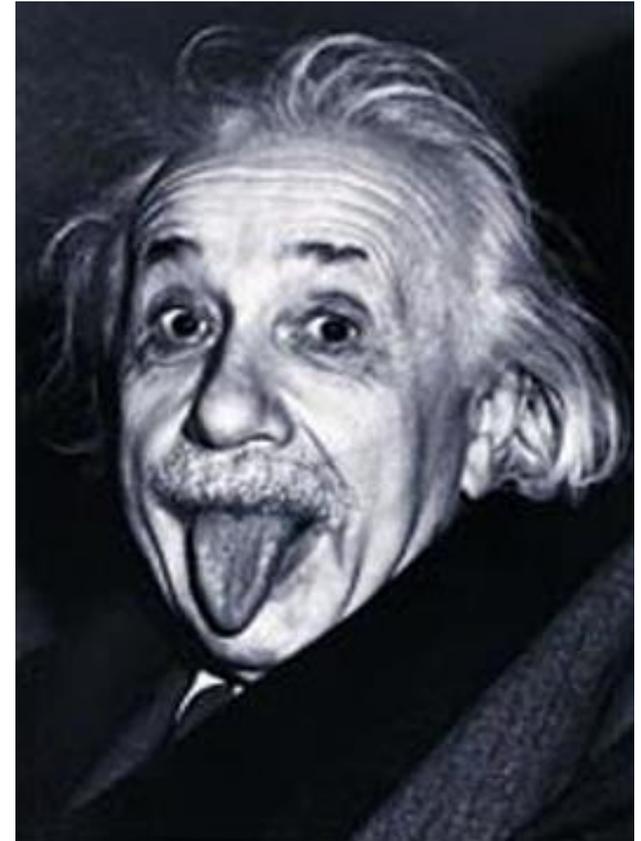


Feel free to share your problem frames in the chat box!

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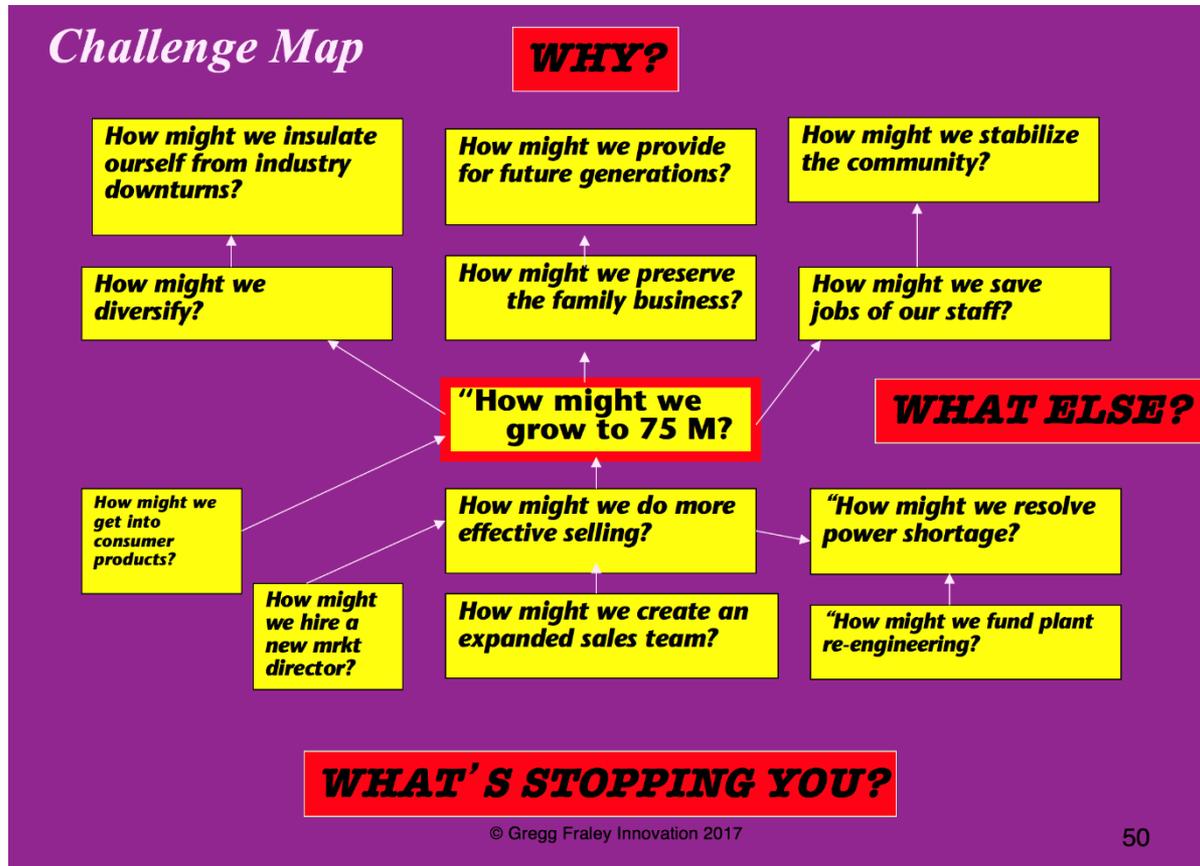
What Might Be Happening

- Getting a fresh perspective on a problem you've been thinking about can be difficult
- Don't ever settle for the first one, make a list of at least 10 other ways to frame the problem. Take time and work this list.
- Brainstorming ideas to answer this question comes next, and, the key to successful idea generation is... A good problem frame!
- Return to your "wise hero" and imagine what they would say
- When you've diverged and had an "aha" you're then probably ready to pick one



INNOVATION 101 WEBINAR, PART 1 OF 3

Challenge Mapping (advanced tool)



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The Basics of Challenge Mapping

- Start with your starting frame in the center, use Post-Its or a white board
- You create new problem frames by asking yourself two types of questions:
 - ***Why?***
 - ***What's Stopping You?***
- Why tends to unveil deeper reasons around a challenge, so, listen to your answer, then make it a question.
- What's Stopping you unveils tactical reasons around your challenge. Again, listen to your answer

INNOVATION 101 WEBINAR, PART 1 OF 3

Before Dallas...

- Re-examine the wish/vision/project list
- Settle on one you want to work on between now and Dallas, and at the session in Dallas
- Before you get to Dallas, do a Challenge Map, or, at least just list Problem Frames around your selected project. Optionally, get your team involved and have them help you create a nice long list of Problem Frames.
- Get a sense of which Problem Frame strikes you intuitively as the right one to spend time jamming ideas for
- In Dallas, we'll focus on idea generation after a review

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Polling Question “B”

Now that you know a bit more about the why and how of innovation, how do you feel about your readiness to get a program started?

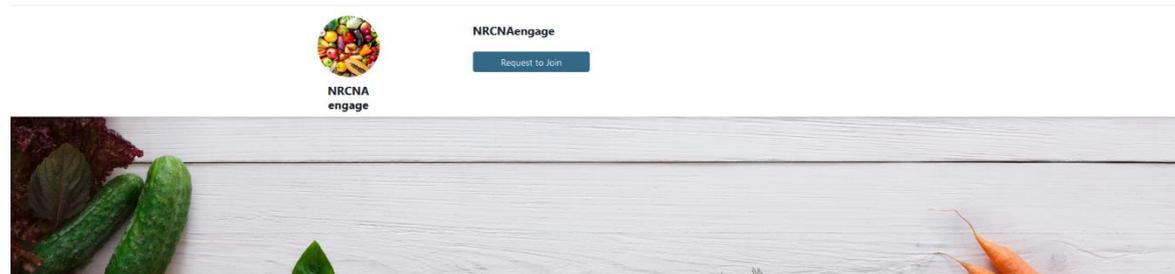
- 5. Enthusiastic**
- 4. Interested**
- 3. Somewhat interested, but need to learn more first**
- 2. Not interested, think it's not for us at this time**
- 1. Won't attempt to develop an innovation program**

INNOVATION 101 WEBINAR, PART 1 OF 3

Q & A

KEEP THE CONVERSATION GOING

- Join the Innovations 101 team online via NRCNAengage!



- *Why?*
 - ✓ Exclusive content
 - ✓ Connect with your peers
 - ✓ Swap insights and ideas
 - ✓ Stay inspired!

About Us

The National Resource Center on Nutrition and Aging (NRCNA) is hosted by Meals on Wheels America as part of a cooperative agreement with the Administration for Community Living.

Why You Should Join Us

The National Resource Center on Nutrition and Aging is the only national training and technical assistance provider dedicated to meeting the needs of aging and nutrition program professionals at the local, state and regional levels.

KEY RESOURCES

LITERATURE REVIEW

Read it now at

www.futureofcongregate.com



Reshaping the future of

Nutrition & Healthy Aging



KEY RESOURCES

NRCNA ISSUE BRIEFS

- ✓ Maximizing commercial kitchens
- ✓ Sustainability and revenue generation



Maximizing the Use of Commercial Kitchens for Senior Nutrition Programs

Senior nutrition programs are being faced with challenges that prevent them from serving seniors who are in most need of these services.

[Summary Brief](#)

[Extended Brief](#)



Sustainability & Revenue Generation in an Evolving Senior Nutrition Business Environment

Programs need to change to meet both current and future needs. As communities change, so do the programs, services and systems change.

[Summary Brief](#)

[Extended Brief](#)

UPCOMING EVENT



Nourishing Seniors Through Medically Tailored Meals

- **What:** Online Webcast and In-person Convening
- **When:** Thursday August 8, 2019
- **Where:** Crystal City, Virginia
- **To Register:** [Click here](#)

SEE YOU IN DALLAS! MONDAY AUGUST 26, 2019

Virtual & InPerson
Training Series

IMAGINING AN
INNOVATIVE AND
SUSTAINABLE
FUTURE
THROUGH
CREATIVE
THINKING



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