Launching Your Innovation Journey:

With Gregg Fraley
Gregg Fraley Innovation (GFi)
Author of Jack's Notebook
Part 3 of 3 sessions
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Today’s Session

• Welcome,
• The Big Picture of Today’s session:
  • Advancing projects
  • Accountability
  • Teams
  • Roadmap
  • Next Steps
Where are you in your project innovation journey – are you:

- At the very beginning – have no ideas for projects
- Full of ideas – have no project plan or mandate
- Have an innovation project idea, project plan and a mandate
- Overseeing the implementation of a project plan right now
- Done with at least one innovation project, can share lessons
Review of *Practical Applications* Session

- In Dallas, the focus was on coming up with a project idea
- Problem Framing and Ideational tools
- A basic process for project management
- And, mapping out a series of continuous projects over the next few years
- These plans are bound to change, but road-mapping is a culture/expectation setter

**Color Codes:**
- **Pink** = Exploration
- **Yellow** = Idea Generation
- **Turquoise** = Action
- **Purple** = Metrics/Data
Accountability

• Leaders, like all of us, need to be accountable to someone

• Dialogue around roadblocks helps to break them down

• Accountability partners help keep you on track
Accountability Process Check/Call

• Progress Report on what you committed to doing
  • Blocks/Brainstorming to address them
  • What’s Next?
  • What will you commit to getting done?
Best Practice for Project Management

- Accountability
- You + Team members
- Dealing with breakdowns and conflict
- Problem solving to get through hurdles

Poll question
Tuckman Model

• Forming
• Storming
• Norming
• Performing
• Re-Forming
Team Diversity

- Diversity
  - Age
  - Gender
  - Ethnicity
  - Thinking Style
  - Experience

Image: Diversity - Why everyone at your team should have a voice
Team Conflict

• Diversity Means:
  • More Innovation
  • More Conflict
How’s It Going Out There?
Enrolling Others

• Ask and then, Keep Asking (don’t take First No for a permanent/final answer)

  • Stress benefits to customers and your other core values

  • Show your own commitment

  • Beg

• Provide ways to participate even if only in small incremental ways

  • Virtual ideation, suggestions for projects (open list)

• Celebrate wins publically
Road-Mapping Report and Scheduling First Call

• If You haven’t done the roadmap yet, do it

• Think of it as a work in progress

• The projects you do are who you are, and, contexts change

• Keep it visible, at least to yourself, but maybe to all

• Okay, now, huddle with your partner and schedule that first check in call, please
Launching Your Innovation Journey

Q & A
Where Do We Go?

What would you see as innovative for your organization?

What kind of project would you see a step in that direction?

What kinds of projects do you plan to do, and when?

What are the next steps along your innovation journey?
Topics Addressed

- Why innovation works
- How to manage innovation projects
- Applied Creativity Tools: forced associations, challenge mapping, and brain writing
- Management Approaches: to address dysfunction, change management
- Planning Tools: Innovation Roald Map, Idea Concept Form
Resources to keep in mind!

New NRCNA Issue Brief
• Innovation: Part Discipline, Part Creativity, All Possible

Upcoming Fall Webinars – Sources of Inspiration
• Culinary Training | Medically Tailored Meals

Looking Ahead: Spring 2020
• 2017 ACL Innovation Grantee Hub – stay tuned

And so much more...
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VIRTUAL SESSION
OCTOBER 2, 2019

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