



Servant Leadership

Conscious Capitalism
and Awakening Innovation

Dallas SLLC
October 10, 2014

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Check-In at Tables

1. On your name tent, DRAW a picture of:

- A food that makes you happy
- A place that makes you happy
- An activity that makes you happy
- A color that makes you happy

2. Each person at the table will have 3-4 minutes to share their drawings. Notice we have different inspirations!

3. LEARNINGS....

- Creativity is personal...it is different for each of us. We must find what puts us in the right place of inspiration.
- There is a place for everyone at the table of innovation - both innovators and implementers.
- More creativity happens when you are having fun.



Conscious Capitalism and Awakening Innovation

“The greatest long-term, sustainable competitive advantage a business has is the ability to out-innovate its competitors in ways that enhance efficiency or create greater value for Customers.”

How does Servant Leadership promote innovative thinking?

In a command-and-control structure, the message to most team members is, “We don’t pay you to think; we just pay you to put these boxes on the shelves or check these customers out.”

“Organizations that tap into the creative genius of all their people will dominate in the twenty-first century.”

“Conscious companies strike a dynamic balance between the spirit of entrepreneurship and the spirit of stability and control (which we call bureaucracy).”

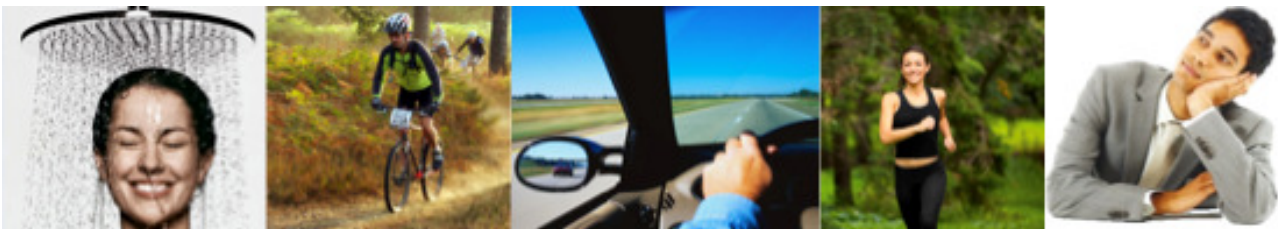
“We encourage internal entrepreneurs, recognize them, give them opportunities to implement their ideas, reward them for successes, and never punish them for their failures.”

Personal Creativity

Where Do My Creative Ideas Come From?

While some people generate ideas due to deadlines and necessity, a great number of people produce ideas in the opposite situation:

- When just playing around
- When doing an unrelated activity
- When toying with a problem
- When not taking a problem seriously
- When they've had a couple of drinks
- When driving
- When showering
- When running or exercising

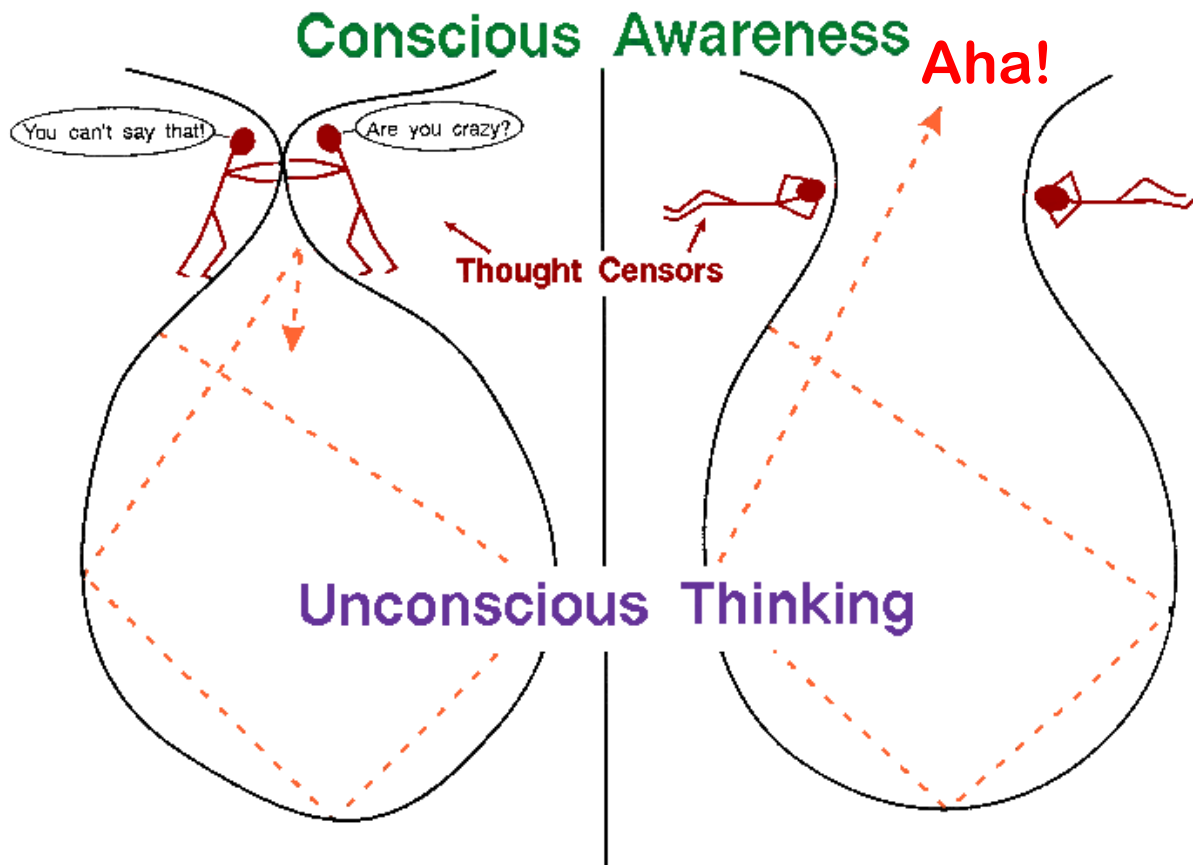


Notes to Self... Where do I get my best ideas?

-
-
-

BETA

ALPHA



When we shift into alpha, day dreaming, or other relaxed mind states, the censors in our brain take a “coffee break.” It is during these unguarded moments that creativity is most likely to bubble up and escape into our conscious awareness.

Voice of Judgment

Destroy Judgment, Create Curiosity

Ideas flow easily but too often hit a snag—the negative thoughts we call “fear, judgment and the chattering of the mind.” What’s worse, you get many ideas every day that never come into your conscious awareness because your own judgment so quickly and almost automatically knocks them down and out.

We want to introduce the VOJ to make you aware of it and show you how to defeat it.

VOJ

How to Eliminate the VOJ

- Pay attention to your thoughts (become aware of the VOJ)
- Attack the judgment
- Make judgment look ridiculous
- Create curiosity

My VOJ

Two-Person Sharing...

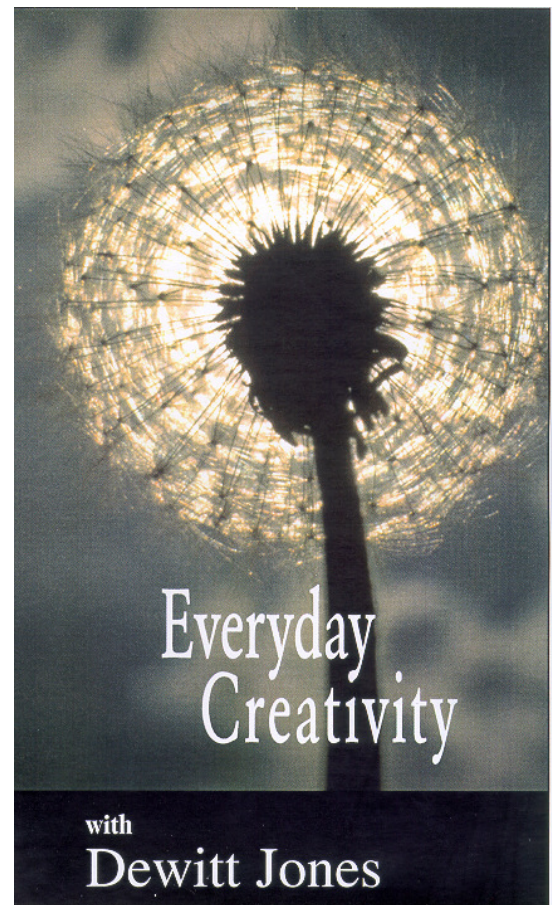
Where does my VOJ show up? What are the voices saying in my head that squash my innovative ideas?

The term VOJ was taken from: Ray, Michael L., and Rochelle Myers. *Creativity In Business*. Doubleday & Company, Inc. 1986. Print.

Everyday Creativity

with Dewitt Jones

1. Creativity is the ability to look at the ordinary and see the extraordinary.
2. Every act can be a creative one.
3. Creativity is a matter of perspective.
4. There's always more than one right answer.
5. Re-frame problems into opportunities.
6. Don't be afraid to make mistakes.
7. Break the pattern.
8. Train your technique.
9. You've really got to care.



Star Thrower. N.d. *Everyday Creativity*. Retrieved from <http://www.starthrower.com/>

Stretching for the Aha!

Outrageous Brainstorming

Most everyone knows the format for a typical brainstorming session:

1. Say each idea out loud as it occurs. (Limit time to 15 seconds.)
2. Hitchhike or piggyback on ideas.
3. Suspend all judgment.
4. Encourage a free, uninterrupted flow of ideas.
5. Expect to be outrageous.
6. Record all ideas.
7. Control the size of the group.

—Source: Alex Osborne, *Applied Imagination*

We suggest **outrageous**  **Brainstorming**

To keep your thinking loose and energized, chart your ideas so that every third solution is something completely wild and crazy. You might change colors for the crazy ideas as a visual reminder.

1. idea
2. idea
3. **outrageous idea**

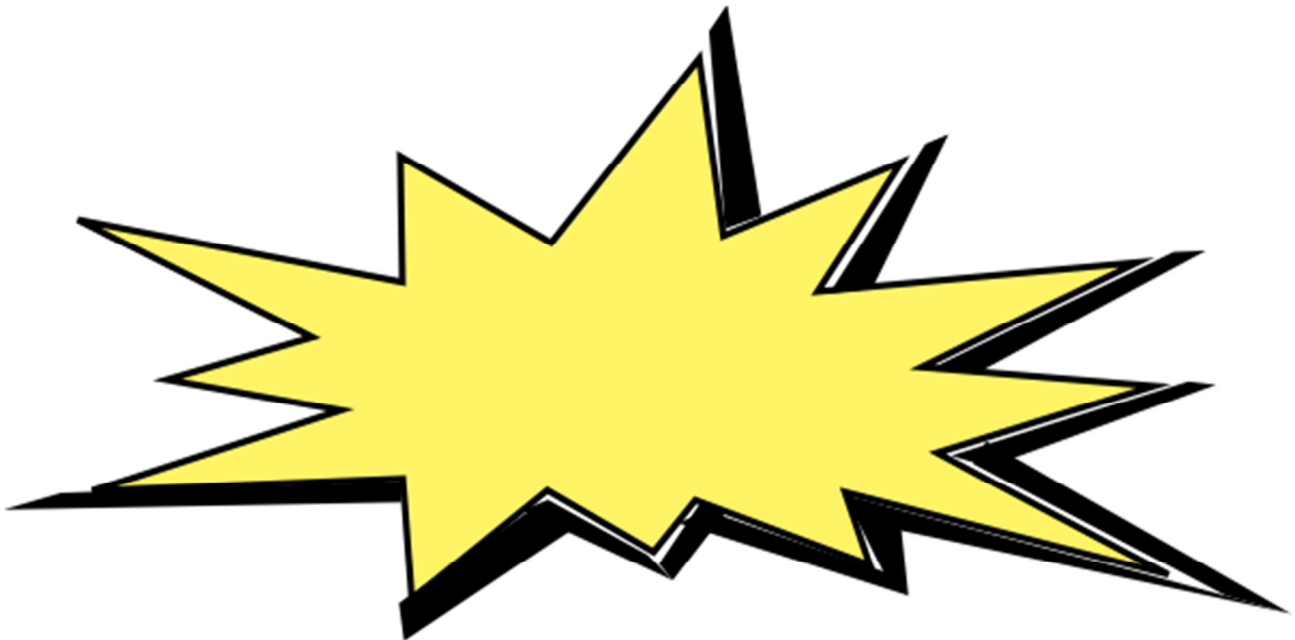
Although you might question how this could possibly help in your search for terrific solutions, here is the purpose:

1. This will force you to think in new ways.
2. This typically generates humor and laughter, which changes the chemistry of the brain, relaxes your thinking and prepares you for great, intuitive breakthroughs.

Frequently, one of your most outrageous ideas is a beginning or seed for a real solution. Don't be so quick to laugh and move on. Hang around crazy ideas and see if you can refine a few by adapting them a bit. Your higher intuition often speaks through what appear to be foolish remarks.

From the Ridiculous to the Real

1. Choose a crazy idea from your list. (Be brave and choose the most outrageous one!)
2. List attributes of your crazy idea and write below what makes it attractive.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
3. What has the same attributes of your crazy idea but it is something that could be implemented?
4. New idea taken from the Ridiculous to the Real:



Creative Swiping

What are your favorite brands?

The term “creative swiping” was coined by Tom Peters in his book *Thriving on Chaos*. It simply means to take an idea from one environment and use it to create a solution or innovation in a totally different environment. Creative people do this naturally.

Think of a favorite brand that you are very loyal to. What is it about that company or product that you like?

How can you take that same quality and apply it to your organization to improve the impact of Servant Leadership?

AGENDA

Conscious Capitalism and Innovation

Dallas SLLC

Oct 10, 2014

Time	Topic	Activity
8:00	Opening Activities	<ul style="list-style-type: none">• Welcome• Check-In by Table: What Makes Me Happy• 3 Things About Innovation from Our Research• How Servant-Leaders are Essential in Inspiring Innovation
8:40	Personal Creativity	<ul style="list-style-type: none">• Where do you get your best ideas?• Let censors go on coffee break• Michael Ray's "Voice of Judgment."
9:15	BREAK	
9:30	Everyday Creativity	<ul style="list-style-type: none">• Dewitt Jones DVD• Nine key concepts of innovative thinking
10:00	Stretching for the Aha!	<ul style="list-style-type: none">• Brainstorming gone wild• From the Ridiculous to the Real
10:50	BREAK	
11:00	Creating Swiping: Brands We Love	<ul style="list-style-type: none">• What makes your favorite Brands special? Why are you loyal? What can we "swipe" to make our servant leadership stronger in our organizations?
11:45	Check Out and Wrap Up	
12:00	ADJOURN	

Resources

Ray, Michael L., and Rochelle Myers. *Creativity In Business*. Doubleday & Company, Inc. 1986. Print.

Star Thrower. N.d. *Everyday Creativity*. Retrieved from <http://www.starthrower.com/>

Lehrer, Jonah. *Imagine: How Creativity Works*. Houghton Mifflin Harcourt Publishing Company. 2012. Print.

Jones, Terry. *On Innovation: Turning ON Innovation in your culture, team and organization*. Essential Ideas, Inc.

2012. Print.