

Are You a Creative Maverick or Creative Champion ?



Welcome...

to the October Servant Leadership Learning Community

Duane Trammell, TMCA

TRAMMELL
McGEE-COOPER
and ASSOCIATES
INCORPORATED

D A L L A S[®]
SLLC
Servant Leadership
Learning Community



Welcome...

to the October Servant Leadership Learning Community

Duane Trammell, TMCA

TRAMMELL
McGEE-COOPER
and ASSOCIATES
INCORPORATED

D A L L A S[®]
SLLC
Servant Leadership
Learning Community

Introducing...

To ignite the spark of creativity inherent in all children

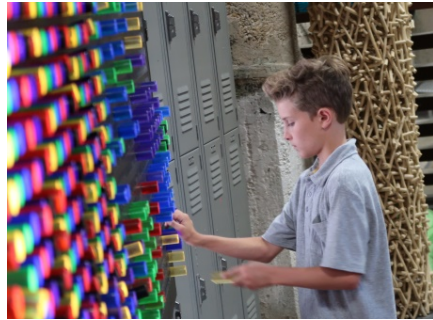
TRAMMELL
McGEE-COOPER
and ASSOCIATES
INCORPORATED



D A L L A S
SLLC®
Servant Leadership
Learning Community



SPARK! OVERVIEW
October 2018



Sept.
2010
501c3
Founded

March 2014
First
programming

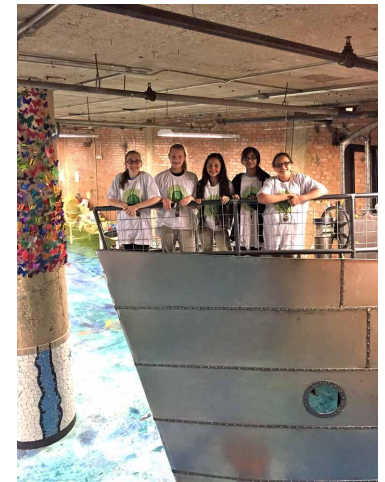
June 2015
opened
SPARK!
1,775 Kids
served in first
seven months

2016 first year
of operations
6,363 Kids
served

2017 second
year of
operations
13,560 Kids
served
Running Total
33,087 Kids
to date



Vision
World Class facility
serving 1 million
children and
families each year



To ignite the spark of creativity inherent in all children



•Touch. Create. Explore. Learn. Dream.

Children Who Define Themselves As Creative:

- Have higher self-esteem
- Have better problem solving skills
- Are more likely to:
 - Score higher on their SATs
 - Graduate from high school
 - Go to college and graduate

Adults Who Define Themselves As Creative:

Are more likely to:

- Define themselves as happy
- Participate in local politics
- Attend arts and cultural events

Children begin to explore their creativity around second grade.

By 16, they define themselves as:

"I am" or "I am not" creative.



At SPARK! We Treat Creativity Like a Language

- We define creativity as: "A sense of wonder, that invites exploration, and the discovery of new possibilities"
- The environment provides total creative immersion
 - Climb, Crawl, Slide, Sculpture
 - Allows children to push their own boundaries
- Instructors are practicing creative individuals who motivate students as they guide them through the discovery of their own creative identity
- Open-ended feedback invites self-critique, honesty, and problem-solving
- Children are engaged in the creative process: Inspiration with Iteration and Collaboration leads to Innovation



INSPIRATION with
ITERATION and
COLLABORATION leads
to **INNOVATION**

ANNUAL IMPACT



>12,000 children
engaged in programming



from
low-income
homes



24,000
total visitors



800
volunteers
dedicate

2,300
hours



11,000 total creative
sq. ft. immersion

AUDIENCE



6,200
followers



4,200
subscribers



40,000
teachers

• AUDIENCE SERVED

2nd Grade through High School: Age at which children are aware of and actively developing creative skills.

Low-Income Community: More than 40% of the children served come from low-income families.

Classrooms & Scouts: Programming brings curriculum to life and meets scout merit badge requirements.



• TYPES OF PROGRAMS

- **Week Long Camps** – offered over holiday break, spring break and for 9 weeks during the summer, SPARK! Camps keep kids' brains working through hands-on activities and creative play
- **School Field Trips** – aligned with TEKS (Texas Essential Knowledge and Skills) requirements, field trips offer education through fun, creative exercises
 - 70% of children served are low-income
- **Family Programs** – families create and experience alongside one another
- **Themed Programming Days** – offered throughout the year on weekends, families and groups participate in themed activities



SPARK! Creator Studio - All Access Pass For Kids

Program Description:

Mandated by the results of our Metamorphosis Survey and inspired by MIT's Computer Clubhouse, SPARK! has developed a program that will allow children to engage year-round in creative learning. Currently in the funding stages, the SPARK! Creator Studio will combine the equipment of a Maker's Space with the technology of a Computer Lab and the materials in a Tinker's Studio. Plans are to allow children access to the studio throughout the year, after school and on weekends beginning this fall semester.

Maker's Space

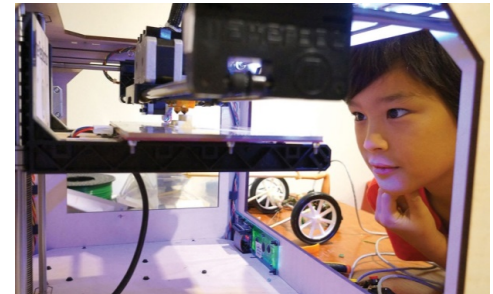
- 3D printers
- 3D pens
- 3D carving machine
- Cricut flat cutter
- Virtual Reality

Tinker's Studio

- Visual Arts
- Music
- Recording booths
- Kilns
- Silk Screening

Computer Lab

- Tablets & Laptops
- Global network
- MIT Scratch programming
- App development



Servant Leadership and Creativity

What does servant leadership
have to do with creativity?

“Hope rests in the imagination. Someone must, in their imagination, conceive of a better world before it can be built.”

– Robert Greenleaf
Teacher as Servant

Why is a servant leadership
environment essential for
innovation and creativity to
flourish?



Servant Leadership and Creativity

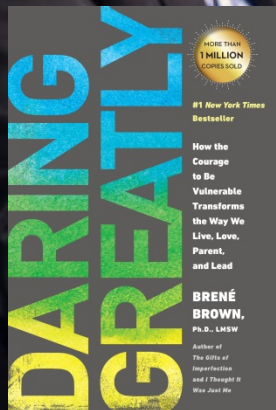
Creativity and Innovation

A strong connection exists between **servant leadership** and **innovation**. For people to offer new ideas, there must be a **welcoming, open culture** that encourages, lifts up, and nourishes the genius tucked away inside of us.

The secret killer of innovation is shame. You can't measure it, but it is there. Every time someone holds back on a new idea, fails to give their manager much needed feedback, and is afraid to speak up in front of a client you can be sure shame played a part. That deep fear we all have of being wrong, of being belittled and of feeling less than, is what stops us taking the very risks required to move our companies forward...

...If you want a culture of creativity and innovation, where sensible risks are embraced on both a market and individual level, start by developing the ability of managers to cultivate an openness to vulnerability in their teams. And this, paradoxically perhaps, requires that they are first vulnerable themselves. This notion that the leader needs to be “in charge” and to “know all the answers” is both dated and destructive.”

—Peter Sheahan (as quoted in Brene Brown's *Daring Greatly*)



Opening Activity... “What’s Your Bag?”

1. Each table will have a paper sac. In it are several random objects.
2. Take the objects out of the bag. We will use these as part of our check in.
3. Choose an object that you can connect in some way to your job, life, goals, dreams, the way you are feeling this morning, challenges, or any aspect of “your story” that comes to mind.
4. Each person will have three minutes to share:
5. What organization you are from? What is your role there?
6. Are you a newcomer or have you participated in a Dallas SLLC® meeting before?
7. Tell something about yourself using the object as a connection point.
8. Identify a time keeper at the table to make sure all have a chance to speak.



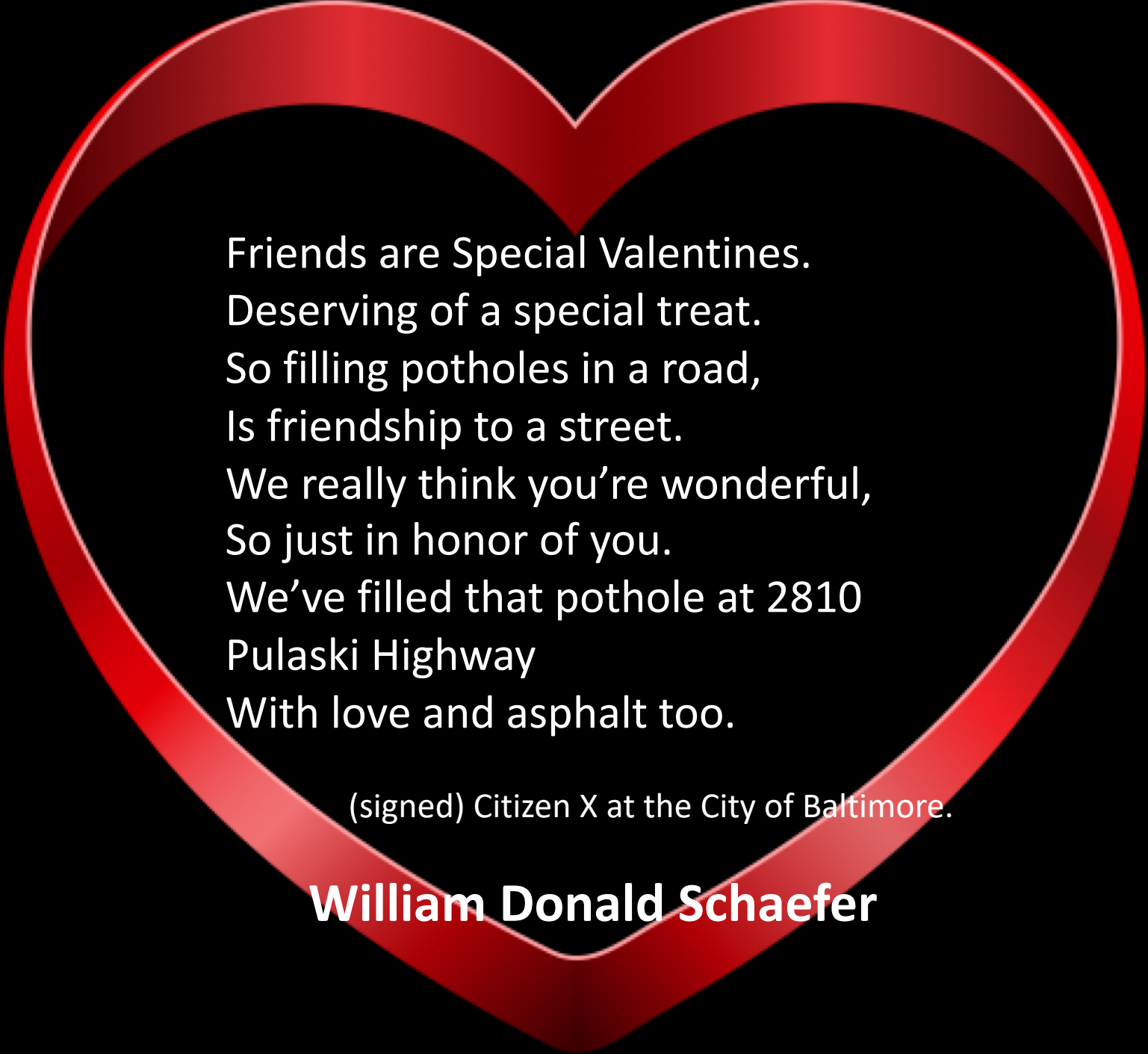
We All Have the Capacity 2B Creative

We define creativity as the ability to:

- Look at something and see possibilities that others don't.
- Connect two different things together that create a new idea, approach.

Continuous Performance Improvement is looking at how something is done, (steps, roles, materials used, etc.) and making it more effective, efficient, and higher quality.

Innovation is doing something that is new in order to grow, keep up with the competition, or be groundbreaking in the industry.



Friends are Special Valentines.
Deserving of a special treat.
So filling potholes in a road,
Is friendship to a street.
We really think you're wonderful,
So just in honor of you.
We've filled that pothole at 2810
Pulaski Highway
With love and asphalt too.

(signed) Citizen X at the City of Baltimore.

William Donald Schaefer

We All Have the Capacity 2B Creative

SPARK! defines creativity as:

A sense of wonder ...
that invites exploration...
and the discovery of new possibilities.



We all have creative capacity but for some it comes easier

We all have thinking preferences based on quadrants of the brain. All quadrants can have a role in creativity

Creative
champions

Creative
Mavericks



What are you going to be good at in your creative process?

Creative champions

A

- ☐ Have a technical perspective
- ☐ Checking the numbers closely
- ☐ Examining things critically
- ☐ Concentrating on fixing it
- ☐ Calling in an expert
- ☐ Analyzing in depth
- ☐ Doing research

B

- ☐ Making a plan
- ☐ Minimizing the risk
- ☐ Taking first things first
- ☐ Organizing the information
- ☐ Focusing on time and timeliness
- ☐ Searching for overlooked details
- ☐ Considering steps to be completed

D

- ☐ Getting excited, maybe impatient
- ☐ Generating lots of “crazy” ideas
- ☐ Looking for new perspectives
- ☐ Breaking the rules to solve
- ☐ Looking at “the big picture”
- ☐ “Sleeping on it”
- ☐ Brainstorming

Creative mavericks

C

- ☐ Have a technical perspective
- ☐ Checking the numbers closely
- ☐ Examining things critically
- ☐ Concentrating on fixing it
- ☐ Calling in an expert
- ☐ Analyzing in depth
- ☐ Doing research

The background of the image consists of several thick, horizontal brushstrokes in various shades of teal, turquoise, and light blue. The strokes are layered and have a textured, painterly appearance with visible brush marks and some darker, more saturated areas. The overall effect is vibrant and artistic.

Are you more of a
Creative
Champion or
Maverick?

PAIRINGACTIVITY

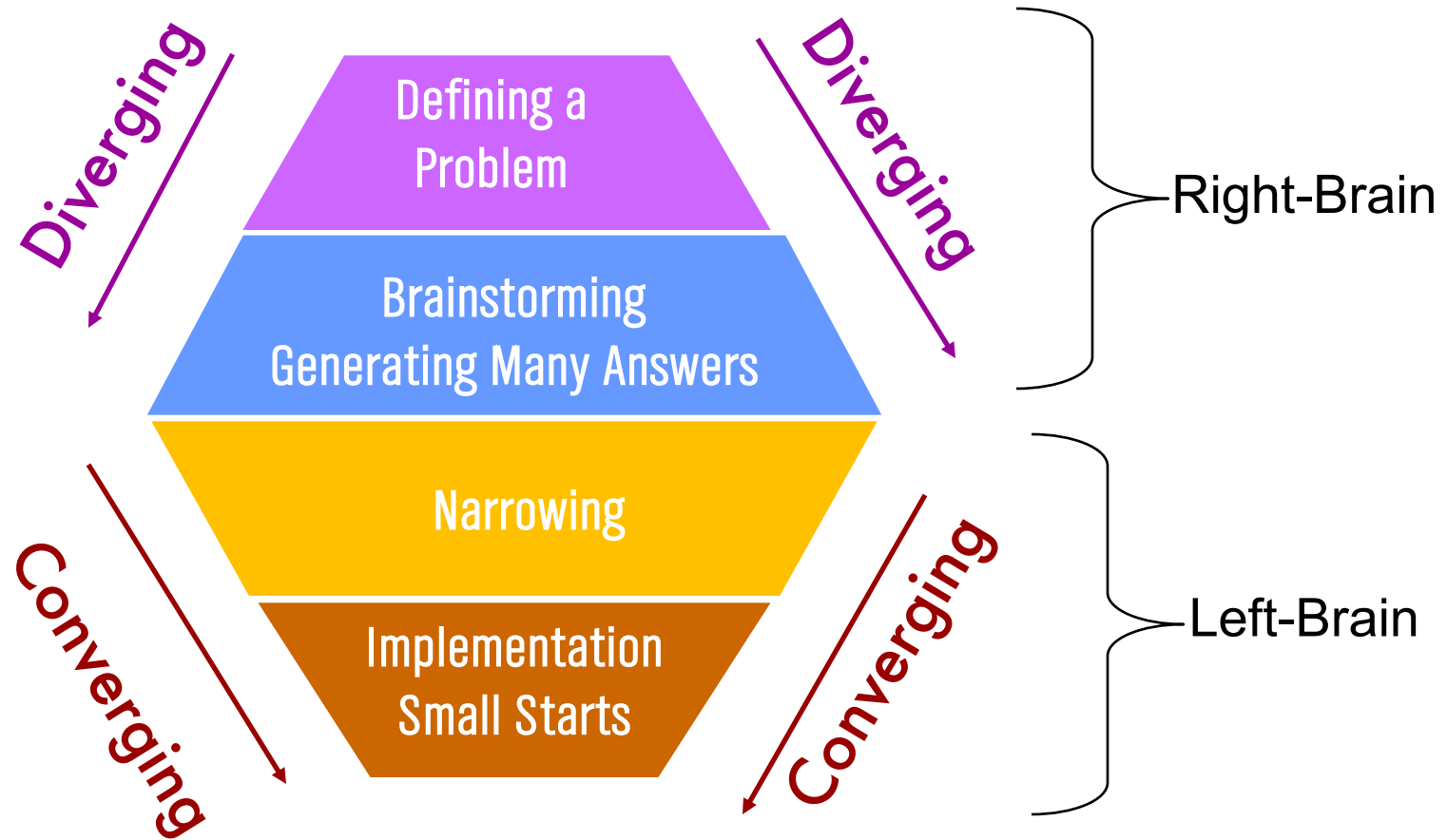
1. Have a conversation with the person next to **you**.
2. Are you more of a **Creative Maverick** or a **Champion**?
3. Where does **this** happen for you? Work? Home?
4. Do you have a **balancing** opposite?



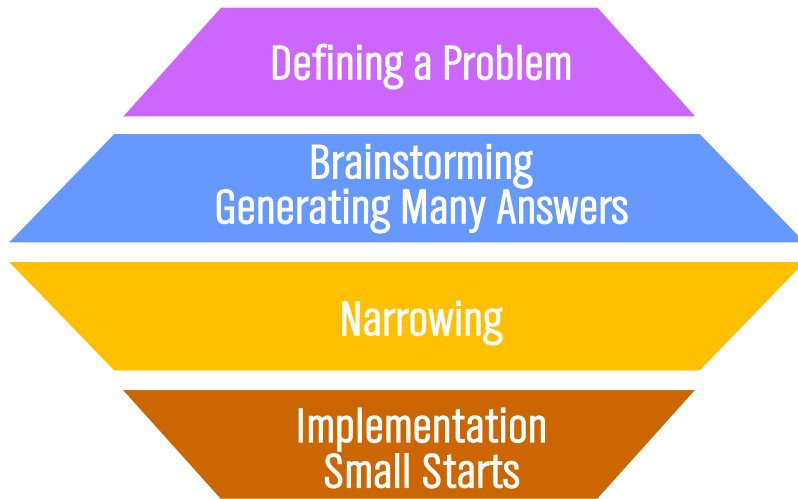
RECESS

BIO | NETWORK | REFLECT | EXPLORE

The Creative Process



The Creative Process



Inspiration with
iteration and
collaboration leads
to innovation

1. Table assignment: How can organizations support rather than diminish the capacity for creativity or innovative ideas?
2. Use the creative process to come up with some ideas.
3. As you are working this process, do you find yourself being more of a Maverick or Champion of Creativity?
4. Trust and believe in the value of each role = better opportunity for success.

Innovation Checklist

Tom Peters, Circle of Innovation

My Department	Yes!	Sometimes	Never!
1. Failure of a new idea or approach is tolerated around here, even considered a good thing that we tried something new.			
2. Ideas flow readily, without hoarding, by this person (department) or that.			
3. We're willing to swing for the fences and accept a relatively low batting average.			
4. We spend (time and money) on investing in new ideas.			
5. We are excited about and thrive on change, new approaches.			
6. We are diversity freaks and company politics is rarely the basis for rewards or promotion.			
7. We are passionate about our service/product and are determined that it should be as cool as they come.			
8. We don't try to reinvent the wheel; we take a new idea and test it...fast.			
9. We are always working with others/outside on new ideas, big and small.			
10. We think anyone can be a contributor.			

Experiencing SPARK!

Creative Stamping Activity

combined with

Final Dialogue

While working on the activity, dialogue the question:

- What new ideas or topics would you like to see in 2019 for the Dallas Servant Leadership Learning Community®?
- How can we continue progress on our skills for the future?

Adjourn

“To become original, you have to try something new, which means accepting some level of risk. But the most successful originals are not the dare devils who leap before they look. They are the ones who reluctantly tiptoe to the edge of a cliff, calculate the rate of descent, triple check their parachutes, and set up a safety net at the bottom just in case.

—Adam Grant
Originals