Fostering Innovation & Creativity

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Brenda Hough and
Stephanie Gerding

FOSTERING
INNOVATION and CREATIVITY

An Infopeople Webinar
September 8, 2016

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today:

- barriers
- examples
- techniques
- risk

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What gets IN THE WAY of innovation?

I just don’t have time to innovate.

We don’t have the money to innovate.

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What gets IN THE WAY of innovation?

I don't think that's my role...

What gets IN THE WAY of innovation?

I'm not innovative...

What gets IN THE WAY of innovation?

I don't know what kind of innovation libraries need.
The way we do things today is OK/fine/good enough.

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What is innovation?

Noun.
in·no·va·tion 
(ˌi-nə-ˈvā-shən)
The act or process of introducing new ideas, devices, or methods.

“Creativity is thinking up new things. Innovation is doing new things.”

Theodore Levitt

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As a leader you may have specific goals about where you are going, but you also should be open to new possibilities. Why? Because we need new answers for our changing world. Let’s face it, our world today is different from what it was 50, 20, and even 10 years ago. Our technology, culture, economics, and community life are significantly different than they used to be. And the changes are only accelerating.

Those changes present new challenges and often demand new solutions. If we know something that has worked before is likely to work again, we don’t have to reinvent the wheel. But in order to find workable solutions to some new problems, we need to be open to possibilities that might not have been tried before.

Marya Axner  The Community Tool Box, Kansas University

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Expanding access to education, learning opportunities and social connections for all is one of the great challenges of our time. It is a challenge made more urgent by the rapid transition from old industrial and service-based economic models to a new economy in which knowledge and creativity are the drivers of productivity and economic growth, and information, technology and learning are central to economic performance and prosperity. It is not only the economy but all of society that is being reshaped by these trends. Amid these changes, there are divides in wealth, digital inclusion and participation that threaten to widen if we as a nation do not commit to new thinking and aggressive action to provide these opportunities for all. This is a time of great opportunity for communities, institutions and individuals who are willing to champion new thinking and nurture new relationships.

Rising to the Challenge

10 WAYS TO FOSTER A CULTURE OF INNOVATION:

1. Include innovation in planning documents.
2. Hire people who are innovators.
3. Include innovation goals and actions in new employee orientation.
4. Include innovation goals and actions in performance evaluations.
5. Provide creativity and innovation training.
6. Invest in hands-on learning.
7. Find ways to support collaboration.
8. Engage in ongoing conversations with library users and others.
9. Encourage play, experimentation, and risk taking.
10. Encourage and capture innovative ideas.

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practicing innovation:
• inspiration
• ideation
• iteration

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Start with a clear challenge or need or purpose.

USER GROUP + USER NEED/PROBLEM

older adults in our town social isolation

i. inspiration

explore and learn about the challenge
i. inspiration

Start with a clear challenge or need or purpose.

When Albert Einstein was asked, “Given one hour to solve a problem, how would you approach it?”

He replied, “Spend 55 minutes understanding the question, then 5 minutes finding the answer.”

ii. ideation

brainstorm

select an idea

create a prototype

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prototypes

bring your idea to life!

get the idea out of your head and into the world

a model

a role play

an advertisement

practicing innovation:

• inspiration
• ideation
• iteration

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iii. iteration

potential questions to ask:

• What excites you about this idea and why?
• If you could change one thing about this prototype, what would it be?
• What else would you like to improve about this idea?
• What do you NOT like about this idea?
• What do you need to hear or learn more about in order to understand this idea?

Source: Design Thinking in a Day

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“Go ahead and **make mistakes**. That is an essential step in the process of creativity. The more things you try, the more likely you will eventually hit upon something that works.”

*Marya Axner, The Community Tool Box, Kansas University*

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**Assessing RISK**

**Potential risk:** Kindergarten Readiness Program has low enrollment

<table>
<thead>
<tr>
<th>Risk</th>
<th>Probability of Occurrence (%)</th>
<th>Possible Actions</th>
<th>Costs</th>
</tr>
</thead>
</table>
| Low  | 90%                            | - Staff with high group  
- Assist with basic food  
- Belly Warehouse  
- Outside of library | $520  
$570  
$640  
$5300 |

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review:
• foster the culture
• practice the techniques
  (identify a need/problem, explore the problem, ideate and iterate)
• assess risks

what next?
• what actions will you take in the next 3 months to foster a culture of innovation?
• with whom will you share resources and ideas from today?

Additional Resources
• This webinar includes material from the Nexus Leadership Curriculum, Fostering Innovation and Creativity, made possible through the National Leadership Program of the Library Services and Technology Act (LSTA) and made available through Educopia under a Creative Commons Attribution 4.0 international license (CC BY 4.0).
• Additional resources include:
  - Design Kit by IDEO – for case studies and design-thinking methods – www.designkit.org
  - How to Lead Better Brainstorming Sessions – hbr.org/2009/05/how-to-lead-better-brainstorming-sessions/
  - Design Thinking for Libraries, "Design Thinking in a Day" (live planning session) – designthinkingforlibraries.com
  - What to Expect in Your First Work with the Design Thinking Process – http://designthinkingforlibraries.com/resources/
  - Design thinking and innovation tools from the Center for Creative Leadership – ccl.org
  - Design Thinking for Nonprofit Organizations – nporg.com/design-thinking/
  - Libraries and Innovation Spaces – librariesinnovation.org
  - Leading Across Boundaries – www.libraryvision.org
  - The Aspen Institute’s report to the White House – www.libraryvision.org
  - The Library Leadership Foundation – www.libraryvision.org

What other resources have you found helpful?

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Thank You!

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