

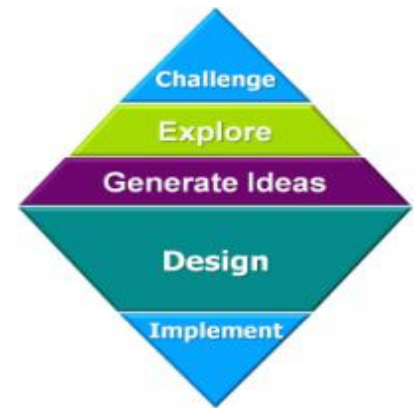
## The 90-Day Innovation Challenge

National leaders, corporate executives, not-for profit boards, and small business owners are saying Innovation is important to sustainable success – it seems to be talked about everywhere. And if it is important to your success, the question is - how do you make Innovation happen? Here's just one way you might start...

The first step is to define innovation, not in general terms, but within the context of your organisation. You need to know why innovation is important to your success, where you need to innovate, and what successful innovation looks like. Then you can direct your people, time and resources to make it happen.

That sounds simple enough, but as many are finding, it is not easy.

One approach organisations of all types are using, is what is often called an Innovation Challenge process. At Mindwerx we facilitate a range of these, from short sharp Creative Blitz sessions to 90-Day Innovation Challenges. Any process like this is done using design thinking, and at Mindwerx we like to apply the time proven 5-stage Deliberate Creativity & Innovation process (from Osborn-Parnes Creative Problem Solving).



### Stage One – Define the Challenge

To start we work with you to determine the Focus for your 90-Day Innovation Challenge. What is your motivation for wanting to be more innovative – are you problem centred or mission directed? What do you want to concentrate on for this Challenge, where is innovative change needed, why, and what does success look like?

Once we understand the target focus, we work with you to plan the next stages, and bring together the other two vital ingredients needed – People who are engaged in working on the challenge and the Time to be devoted to getting the outcome you want.

The outcome of this stage is a clear focus for your people to start work on, and for us to use design thinking to map out what methods, thinking tools, activities etc. to be used to get real results – in 90 days.

### Stage Two – Exploration

Before trying to solve a problem or pursue an opportunity, exploration of the current situation is needed to find out what is happening now. This is vital to getting the new and valuable ideas you want in stage three (idea generation).

Using powerful design thinking tools together we'll undercover facts, data, and information – known and not known, needed for the 90-Day Innovation Challenge. The outcome of this stage is the information needed to set the scene for effective and creative idea generation.

### Stage Three – Idea Generation

This is where the fun starts, as you engage a good number of your people in a 1 or 2-day fast-paced, highly interactive, and dynamically creative workshop. In essence it is a large group Brainstorm on steroids as we use lateral thinking to get your people generating ideas that will excite and amaze them and you.

We will design this stage with you and bring into play methods and tools we've been using for 25 years to help clients come up with the creative and inventive ideas needed to make innovation happen.

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The outcome of the Idea Generation stage will be a range of new ideas deemed to have potential. That is the potential to develop into successful solutions, designs, strategies, products, etc. that help achieve the goals you set for the 90-Day Innovation Challenge.

### **Stage Four – Design & Development**

This is where the rubber hits the road, and you will need to be fully invested in the process. This stage takes place back in your organisation over the weeks following the Idea Generation workshop. Teams will form in stage three, and now need support as they work on the promising ideas they generated.

They will be charged with designing, developing, testing, prototyping, explaining, and promoting their emerging solutions. This won't be easy – it takes time to get together and focus, persistence to keep going when other things become urgent, resiliency when initial ideas don't pan out, and of course it takes active leadership from those above them. An effective addition to this stage are scheduled team sharing sessions, which we can facilitate for you, where teams regather to share where they're at and get input and ideas from others.

The payback can be immediate, but not every team will come up with an impressive and significantly unique and innovative outcome. In fact, that isn't always what you'll want. Many challenges lead to a range of changes, sometimes large, sometimes small, that together take you toward your goals – these include evolutionary improvements, Small I innovations, and Big I innovations. Of course some teams may not come up with anything – there is a risk of 'wasted' time with innovation, but it is minimised with design thinking, leadership, and focus.

In any event, the long-term return on investment is massive as your people become truly engaged in the innovation purpose of your organisation. These are the outcomes of this stage, but this isn't the end. Innovation isn't real under potential value is actually created and captured.

### **Stage Five – Implementation (& Showcase)**

Depending on the starting Focus for the 90-Day Innovation Challenge, implementation may or may not happen within the 90-day period. In many cases, teams are charged with designing, developing, and testing recommendations. Our advice is to start with a focus where real results are realistically achievable in the 90-day period, and where possible to give teams the authority to implement.

But that often isn't possible, so the end outcome of the 90 days may be a series of team presentations to showcase the solutions they've developed, and are now putting forward for approval. Again we will work with you to help ensure your Showcase is professional and supportive of teams. Approvals may be for immediate implementation, or continued development. In either case it is vital that a 'stake in the ground' is set at 90 days for teams to work to, and for leaders to actively support.

The outcome at this stage will be Success that needs to be showcased and celebrated. Even teams that don't come up with something tangible and immediately valuable will have gained an enormous amount of professional experience, while leaders will have learnt the art of optimism when things aren't going to plan.

Innovation requires taking chances, allowing for experimentation, intrapreneurship, and encouraging upward leadership. And with design thinking risks can be minimized while freeing people up to be creative and bold. When these happen, your 90-Day Innovation is always a resounding success!

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### The 90-Day Innovation Challenge Timeline

Each Innovation Challenge is designed to fit your needs and focus area, and we've found that 90 days is short enough to stay focused and long enough to get results. Below is a guide to how it might play out...

Week 0-1	Stage One – Define the Challenge	We meet with you to discuss areas of opportunity and discuss what success looks like. From this a Target Focus for the challenge is developed and you start to consider who will be involved.
Weeks 2-4	Stage Two – Explore the situation	The aim is to gain an appreciation of what is happening now, so the next stage is most effective. This will be done before and during the next stage teams workshop. Here you will confirm who will be involved in the challenge and start engaging them in the process.
Week 4 or 5	Stage Three – Teams Ideation workshop	This is generally a 1-2-day workshop with a group of up to 50 invited participants. The facilitated workshop is fast paced, interactive and aims to generate lots of useful ideas, that teams start to develop into potentially innovative areas of interest to work on further.
Weeks 5-11	Stage Four – Design Potential Solutions	Participants are back at work, usually working in cross-functional teams started in stage 3. Their goal is to develop ideas into potential solutions. Leadership is vital throughout this period so that teams maintain focus, and are given the time and resources to achieve your goals. We will assist you with regular facilitated team gatherings, to allow a sharing of experiences and ideas that propel teams along.
Weeks 12-13	Stage Five – Implementation & Showcasing	The 90-Day Innovation Challenge is coming to an end, and it will be time to Showcase team progress, hear recommendations, confirm approvals, and celebrate everyone's success. We work with you so this vital stage is orchestrated in a way that promotes ongoing creativity and innovation.
Ongoing	Post- Challenge	Now you will have seen, in action, how to make innovation happen, and the next steps are yours. And if we've lived up to expectations, we would be delighted to continue to work with you.

### Support – Before, During, After

We will work with you throughout the challenge process. In fact, to ensure we are able to provide you with the support you want, we only have four 90-Day Innovation Challenges on the go at any one time, and we never start more than one each month.

Our aim is to help you to capture the value you're after. Participants in your 90-Day Innovation Challenge will receive supporting online material to back up methods used during the challenge, as well as a Mindwerx Deliberate Creativity & Innovation Reference Guide that walks them through the process, and other support materials. Your Mindwerx Innovation Facilitator, is Mindwerx Co-founder Bill Jarrard supported by fellow Co-founder and Master Trainer, Jennifer Goddard.

And your support doesn't end when the 90 days are up. We remain available to assist with future challenges, ongoing staff development, and another key to your success – the training of your Internal Innovation Facilitators. These facilitators become your champions of change and allow you to become self-sufficient and keep the focus on Making Innovation Happen.

To discuss how we can work with you to Make Innovation Happen contact Innovation Facilitator and Mindwerx Co-founder Bill Jarrard at [Bill@mindwerx.com](mailto:Bill@mindwerx.com).

## W J (Bill) Jarrard, MEI

For 25 years Bill's focus has been on helping people and organizations succeed through the application of Critical & Creative Thinking to Make Innovation Happen. As co-founder of Mindwerx he has worked in more than a dozen countries to help organisations succeed with Applied Creativity & Innovation.

Bill has a Master of Entrepreneurship & Innovation, and since 2000 has also lectured on creativity and innovation at universities in several countries.

A Fellow of the Institute for Learning Professionals he is considered a thought leader in his area who through the power of imagination, stories based on professional experience, and the latest thinking on what makes great organizations and leaders great, he brings answers to the people and organizations he works with.



## Jennifer Goddard, MEI

Jennifer is Director of The Buzan Centre and co-founder of Mindwerx. A Senior Master Trainer in Buzan's Mind Mapping®, Speed Reading, iMindMap, Enhanced Memory, and Study Skills she coaches people worldwide and works with a wide variety of organisations in Australia, NZ, USA, UK and Asia.

A Fellow of the Institute for Learning Professionals Jennifer has a passion for mental literacy, whole brain thinking, our multiple intelligences and she works with Tony Buzan around the world. She has a Master of Entrepreneurship & Innovation, and is a facilitator in the Herrmann Brain Dominance Instrument (HBDI)®.

Interestingly, Jennifer is the convenor of the Australian Memory Championships, was Chief Operations Manager at the World Memory Championships, and was crowned "Memory Maven" by Australian Anthill Magazine.

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At **Mindwerx International** we are passionate about helping people to think, learn and innovate. Our purpose is to unlock thinking and learning potential so they can achieve their dreams, and the organisation's goals. It's what gets us up in the morning, it's why we do what we do.

We believe every person can think more creatively, learn better, and be more innovative. And the payback is clear for the individual and for the organisation – increased productivity, growth, and success.

Since 1998 **Mindwerx International** has championed **Deliberate Creative Thinking** as a key contributor for making Innovation a reality in every type of organisation. Because Innovation is led from the top and happens at the frontline, we work with Boards, C-Suite Executives, and Frontline managers and people to find innovative solutions to achieve outstanding success. We do this by providing short form insights to action, tailored professional development programs, and team facilitation services. In 2001 we established the **Buzan Centre** to also skill others in advanced learning techniques. Our mission is to help individuals and organisations to:

### Think. Learn. Innovate.

Our services include:

- **Upgrade Your Neck-Top Computer® Education and Training programs in:**
  - **Making Innovation Happen** – Understanding that Innovation is Simple, but Not Easy
  - **Deliberate Creativity & Innovation** – Developing skills to have Creativity when and where needed
  - **Critical & Creative Thinking** – Thinking about thinking to be more focused and productive
  - **Advanced Learning Techniques** – Mind Mapping, Speed Reading, Memory, and Study Skills
  - **Edward de Bono's Six Thinking Hats®**, Lateral Thinking™, Direct Attention Thinking Tools (DATT®)
  - **Breakthrough Process Improvement** – Proven methods for continuous improvement
- **Collaborative Team Facilitation in:**
  - Strategic, Business and Innovation Planning
  - Inspiring a creative/innovation culture
  - New Product Innovation and targeted Ideation
  - Specially tailored client project facilitations
  - Team based Continuous Process Improvement
  - Zing empowered team collaborations
- **Specialist Services, including:**
  - **Insights to ACTION™** - breakthrough presentations, Keynotes and Lunch & Learns
  - **HBDI®** - Herrmann Brain Dominance Instrument facilitation

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[mindwerx.com](http://mindwerx.com)

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## What others say about Mindwerx!

**Mindwerx'** core business is helping people and organisations achieve success by being more creative and effective, and we very often do this through programs similar to the one we will design for you. While each client program is uniquely tailored to your needs, we have run a number of similar programs over the last several years, and below are just some of the comments people have made following our presentations. Many more testimonials are available!

"Very Good. Felt the major benefit was walking away with the empowering feeling that creative thinking can be tackled in a deliberate manner. Prior to the workshop, some may have felt that this was only in the domain of the 'dreamy, arty' people." .... *Rod Chapman, Manager Information Services*

"I think last week was the beginning of something great for the company. It demonstrated the power and potential of the deliberate creative thinking techniques not only in relation to our divisional functional area but to other divisions. I see their application being of even greater benefit in exploring new products and services, and growing revenues. ... *Tony Fedorowicz, Supply Chain Manager, Orica Explosives*

"The whole day came together well. The computer generation was a bonus. Your use of PowerPoint material adds to the absolute professional approach Bill and Jennifer take in putting a program together." ..... *Peter Wells, Quality Manager*

"At no time did I think you guys were earning money (which you more than did) but rather were sharing knowledge." ..... *Paul King, Financial Services*

"Thank you for conducting the workshop, we found it very valuable and would definitely like to use you again in the future. I told a few friends from outside our company about the workshop and they also said they would keep you in mind for up and coming projects." ..... *Jacqui Conder, Marketing Executive*

"Facilitator was very motivating and kept us informed all day. I congratulate Bill and Jennifer. Thank you for having me at your course." ..... *Maria Di Rago, Project Officer*

"The examples were easy to understand and were practical. The materials are easy to understand and 'will' be used as reference. Group activity also promoted learning the model."..... *Anthony Camillo, Internal HRD Consultant*

"Inspired to step out of my thinking pattern and that it is ok to generate ideas." ... *Kylie Roberts, Technical Sales*

"Really started the creative juices flowing – good kick start." ... *Catherine Poole, Shell*

"Up-beat presentation style that made one feel as though 'Yes, I can do that'. Excellent, practical and fun. Ideal way to learn." ... *Dwayne Steep, Partner, Deloitte Touche Tohmatsu*

"Great. A very informative day that has already helped me clarify my thoughts on a serious issue." ... *Rad Cameron, Life Balance Consultant*

"I came back DARING to dream!"... *Boon Yong, Young Entrepreneurs Organisation - Malaysia*

"I felt it was the key I had been looking for to unlock unlimited potential and I can see many uses to put it to. Can't wait!" ... *Brian Varney, GSO*

"Loved it!! It was fantastic and I can really see how I can apply it in both my professional and personal lives. As a lawyer I need tools and techniques to remember complex data and information, I need planning techniques and keeping things fun and interesting. Your course did that for me." ... *Pet-Gai McLaughlin, GSO*

"The whole course was of immense value. I have read Serious Creativity, however I realise the only way to learn these tools is to do perfect practice. After this course I have the knowledge and model to do that." ... *Steve Farrugia, Boral*