

## KP Union Leaders

“The Power of Thinking Differently”



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## THE INNOVATIVE THINKING (AND ACTION) PROCESS

### FIVE STEPS:

- 1. DEFINING THE PROBLEM OR OPPORTUNITY**
- 2. CASTING A WIDER NET FOR IDEAS\***
- 3. CREATING THE RIGHT EVALUATION CRITERIA**
- 4. CRAFTING THE BEST OPTION AND THEN DEVELOPING A “PROTOTYPE,” “PILOT” OR “TEST”**
- 5. REFINING THE SOLUTION TO MAKE IT MARKET READY  
...THEN LAUNCHING**

*Just for fun give a listen to a fascinating interview with James Dyson...*

<http://www.sciencefriday.com/segment/01/24/2014/james-dyson-failures-are-interesting.html>



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## THE THREE MOST IMPORTANT IDEAS

**The most valuable leaders and teams are continually asking how they can be better and more innovative at the things that matter most.**

**AND...**

**THE 99% RULE:**

**Ninety-nine percent of all new ideas are based on an idea or practice that someone or something else has already had.**

**AND...**

**Most companies and organizations rarely look beyond their own walls or their own industries at remarkable ideas and best practices hovering all around them.**



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## CASTING A WIDER NET

### EIGHT DOMAINS OF GENIUS:

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1. **What's our best thinking to date?** Not just in our property or department, but in the wealth of knowledge and insight that exists across your entire organization.
2. **What's the best thinking in our industry?** Not just in our organization, but in the wisdom of other companies and organizations that serve somewhat similar purposes, including those with very different business models and approaches.
3. **What's the best thinking in other industries?** Not just in our industry, but in other industries that are renowned for their genius in meeting a similar type of challenge from a different vantage point, understanding, business model or approach.
4. **What's the best thinking from popular culture?** Not just in the world of business, but in other walks of life where new ideas and approaches have changed the way things are done at this moment in time or a remarkable moment in the past.
5. **What's the best thinking in other cultures?** Not just in our culture, but in a world filled with fresh and exciting ideas, perspectives, and insights by people facing similar or different challenges and circumstances.
6. **What's the best insight from nature?** Not just in the domain of humans, though we are a relatively clever species, but in the amazing workings of the rest of the natural world with all of its creatures, systems, and wisdom.
7. **What's the best insight from science?** Not just in the realm of our work and the theories and models it is based on, but in the brilliance of leading scientific minds in all disciplines and their most compelling and newest ideas.
8. **What's are best possibilities from science fiction?** Not just from our own view of reality, but from the visions of others who have imagined a future filled with very different possibilities.

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## PURPOSEFUL PLACES FOR EXPLORING AND LEARNING

### A FEW INTERESTING POSSIBILITIES:

- **Airbnb** – *Reimagining Travel and Hospitality*
- **Aldi** – *Low Cost and Great Efficiency*
- **Apple** – *Simple and Elegant Design*
- **Chipotle and Subway** – *Mass Customization and More*
- **IKEA and RepairClinic.com** – *Do-It-Yourself*
- **L.L. Bean** – *The Power of a Guarantee*
- **Netflix** – *Redefining Content and How We Receive It*
- **REI** – *Delivering Knowledge and Community*
- **Singapore Airlines** – *Delighting Customers*
- **Tesla Motors** – *Reinventing an Established Industry*
- **Toyota Motors** – *Consistent Quality*
- **Uber and Lyft** – *Rethinking Getting Around*
- **Urban Outfitters** – *Connecting with a New Generation*
- **Warby Parker** – *Changing the Value Proposition*

## FOUR GUIDING PRINCIPLES FOR GREATER SUCCESS

### BUILDING A MORE “OPEN” MINDSET:

<b>1. Humility</b> -	the belief that we don't know everything <u>and</u> that we can always be better at the things that matter most.
<b>2. Curiosity</b> -	our innate gift for being open to new ideas, new people, and new possibilities.
<b>3. Respect</b> -	the belief that everyone matters and that we can learn and grow by engaging other people on their own terms.
<b>4. Purpose</b> -	our reason for being that guides our efforts to learn and grow.



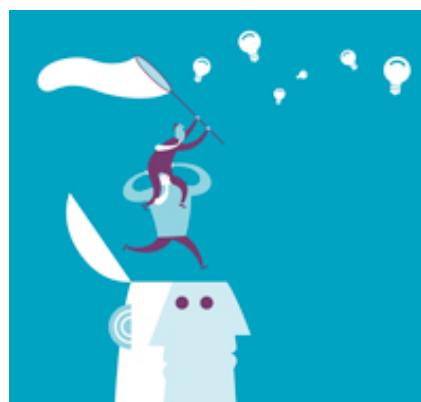
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## SEVEN IDEAS TO UNLOCK THE GENIUS IN YOURSELF, YOUR COLLEAGUES, AND THE WORLD AROUND YOU...

1. Acknowledge that you can always swim faster and that success depends on consistently raising the bar in doing the things that matter most.
2. Create a culture of greater curiosity, openness, and collaboration in your team to push your best thinking in new directions.
3. Ask big questions to stretch your own thinking and the thinking of those around you.
4. Wander around regularly in search of ideas and inspiration--begin inside your location and then step outside to visit other organizations, as well as leading museums, bustling business districts, hip new stores, and any place else where people are doing new and cutting-edge things.
5. Make a deliberate effort to connect with strangers from different walks of life and commit to discovering and understanding the things that they know best--then challenge yourself to see how their ideas might spark your fresh thinking.
6. Don't take "YES" for an answer. Once you have come up with a great solution, commit to making it even better.
7. Never stop imagining a more valuable and remarkable future for those you have the privilege to serve.



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## HELPFUL BOOKS TO READ

*Looking for more ideas—here are some books to get you started...*

Berger, Jonah. *Contagious: Why Things Catch On.*  
New York: Simon and Schuster, 2013.

Duhigg, Charles. *Smarter Faster Better.*  
New York: Random House, 2016.

Grant, Adam. *Originals: How Non-Conformists Move the World.*  
New York: Viking, 2016.

Gregerman, Alan S. *Surrounded by Geniuses.*  
Chicago: Sourcebooks, 2010.

Gregerman, Alan S. *The Necessity of Strangers.*  
San Francisco: Jossey-Bass, 2013.

Hamel, Gary and C.K. Prahalad. *Competing for the Future.*  
Boston: Harvard University Press, 1994.

Juster, Norton. *The Phantom Tollbooth.*  
New York: Alfred A. Knopf, 1991 (1961).

Katzenbach, Jon R. and Douglas K. Smith. *The Wisdom of Teams.*  
New York: HarperBusiness, 2003.

Kelley, Tom and David Kelley. *Creative Confidence: Unleashing the Creative Potential Within Us All.*  
New York: Crown Business, 2013.

Kim, W. Chan and Renée Mauborgne. *Blue Ocean Strategy.*  
Cambridge: Harvard Business School Press, 2005.

Koberg, Don and Jim Bagnall. *The Universal Traveler*  
Crisp Learning, (1974) 2003.

Liedtka, Jeanne and Tim Ogilvie. *Designing for Growth.*  
New York: Columbia University Press, 2011.

Pink, Dan. *Drive: The Surprising Truth About What Motivates Us.*  
New York: Riverhead Books, 2009.

Treacy, Michael and Fred Wiersema. *The Discipline of Market Leaders.*  
Reading, MA: Addison-Wesley, 1995.



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## HELPFUL WEBSITES TO VISIT

*And here are some interesting innovation websites and blogs to check out...*

The TED website:

- [www.TED.com](http://www.TED.com)

The *Technology Review* blog:

- [www.technologyreview.com](http://www.technologyreview.com)

The “Fast Company” website:

- [www.fastcompany.com](http://www.fastcompany.com)

The “Wired” website:

- [www.wired.com](http://www.wired.com)

The “Springwise” website:

- [www.springwise.com](http://www.springwise.com)

The *Surrounded by Geniuses* blog:

- [www.alangregerman.com](http://www.alangregerman.com)

The “PopTech” website:

- [www.poptech.org](http://www.poptech.org)

The “StumbleUpon” website:

- [www.stumbleupon.com](http://www.stumbleupon.com)



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