TAMARACK INSTITUTE

TOOL | Co-Creating a Culture of Innovation

Innovation is about process and relationships comprehensively and equitably focused on understanding the problems and issues of stakeholder, then involves designing solutions and testing them, with an eye on learning and adaption, and, once sufficiently tested, implementing and evaluating the solution before scaling it up.

INNOVATION DOES NOT HAPPEN WILLY-NILLY

- It requires a culture that fosters engagement and collaboration of the "right" stakeholders and time, space, tools, and processes to support their innovation work.

- It requires a good idea or set of ideas that those involved assess to be worthy of exploration and development.

- Innovation work is typically focused on addressing a problem or issue that is well understood by the team whose challenge it is to craft a solution to the problem or issue. It also can begin with a solution idea in mind that has been formed over time based on such understanding. The risk with the latter is that starting with a solution in mind can bias your thinking and could stop you from considering other solutions.

CREATING A CULTURE OF INNOVATION
Does Your Mission/Vision Serve as a Catalyst for Innovation?

Your mission/vision (and other foundational statements) serve as the primary touchstone for your organization or group. While these statements can be short, they do not have to be. The goal is to have a mission and vision that inspire thinking and action and that have cultural implications for facing and creating change in the work you do collectively. Below are three examples of missions that serve as a catalytic frame for innovation.

Save the Children: To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

Warby Parker was founded with a rebellious spirit and a loft objective: to offer designer eyewear at a revolutionary price, while leading the way for socially-conscious businesses.

HubSpot

"To make the world Inbound. We want to transform how organizations attract, engage and delight their customers."

The HubSpot culture code includes the following ten points:

1. We are as maniacal about our metrics as our mission.
2. We obsess over customers, not competitors.
3. We are radically and uncomfortably transparent.
4. We give ourselves the autonomy to be awesome.
5. We are unreasonably selective about our peers.
6. We invest in individual mastery and market value.
7. We defy conventional "wisdom" as it's often unwise.
8. We speak the truth and face the facts.
9. We believe in work+life, not work vs. life.
10. We are a perpetual work in progress.

Use the worksheet on the next page as a guide for assessing the innovation culture of your organization.

Sources to Consider:

Intentional Innovation
http://www.monitorinstitute.com/downloads/what-we-think/intentional-innovation/Intentional_Innovation.pdf

Boot Camp Boot Leg, Stanford School of Design
http://dschool.stanford.edu/wp-content/uploads/2011/03/BootcampBootleg2010v2SLIM.pdf

Catalyst: An Intuit Innovation Experience
http://www.slideshare.net/IntuitInc/catalyst-booklet-draftrev13spread-16227043

Six ways to create a culture of innovation (Fast Company)
http://www.fastcodesign.com/1672718/6-ways-to-create-a-culture-of-innovation

Co-Creating a Culture of Innovation - Worksheet

Foundational Context: How do mission, vision, values serve as a catalyst for innovation?

Current Reality:	Desired Reality:

How and when can we revisit our foundation statements?

Got Trust?

What does trust look like in an innovative culture?	What does trust look like in our group right now?

What needs to happen for trust to be alive and strong in our organization?

Environment

How does your environment support innovation?	How does your environment block innovation?

What needs to happen for us to foster an environment that supports innovation?

Know-How: Do we know how to innovate in our organization?

What do we know?	What don't we know?

How do we build on what we know and acquire the know-how we must have?

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Co-Creating a Culture of Innovation - Worksheet

Commitment: What are indicators of commitment to innovation?

What does our commitment look like right now?

What should our commitment look like?

What needs to happen for our commitment to get stronger and sustainable?

Collaboration: How well does your organization walk the collaboration talk?

How collaborative are we right now?

Where do we need to get better?

What needs to happen to excel at collaboration?

Risk and Fail: What's our stance on risk-taking and failure?

How do we think and act about risk and failure?

How should we think about risk and failure?

What needs to happen for us to have the "right" stance about risk and failure?

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