

# Innovation Seminar

This Innovation Workshop was designed as either a one or two day seminar. It is based on the works of Joel Barker. The content of the seminar is derived from the following Joel Barker programs.

1. **The New Business of Paradigms**
  - » Understanding change.
  
2. **Wealth Innovation & Diversity**
  - » Understanding who will bring new ideas to the organization.
  
3. **Innovation at the Verge**
  - » Understanding how to find new ideas.
  
4. **Tactics of Innovation**
  - » Understanding how to bring your new ideas into the market.
  
5. **The Star Thrower Story**
  - » Getting total commitment from your team.

Suggested training activities are provided with each program.

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# Raise the Bar

## CREATING GREATER EXPECTATIONS FOR NEW INNOVATIONS

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### Day One

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**8:00 – 8:30**

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#### Welcome & Introduction

- » Take time to welcome the participants.
- » Have them introduce themselves to the group.
- » Ask them to list expectations they have for the session.

#### Workshop Focus:

All innovations are about change. This innovation workshop focuses on creating higher expectations for finding new ideas and innovations by understanding the concept of change.

**8:30 – 9:00**

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**Opening Activity:** The purpose of the following activity is to focus the attention of the group on the idea that an important component to finding new ideas is to simply BELIEVE.

Write the following on a flip chart or screen and show to the participants:

“OPPORTUNITYISNOWHERE”

Say: Quickly read this out loud.

If they say “opportunity is no where,” have them read it again.

Ask them to read it slowly.

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When they finally say: "Opportunity is now here," then discuss:

1. Each of us can choose to see the world as a place of opportunity. Just like this sentence, it is all about how you see it... no where or now here.
2. Talk about how opportunity is present any time a new idea shows up. Do you make this a welcoming place for a new idea?

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**9:00 – 9:30**

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**Learning Focus:** Understanding Change.

**Video Program:** The New Business of Paradigms – The 21st Century Edition

**About the program:** "Organizations need to innovate and change in order to survive. So why are so many people afraid of it? How do you help people open themselves up to change?"

Joel Barker's training program, The New Business of Paradigms, explains how the rules we live by can limit our ability to innovate and be creative."

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**9:30 – 10:30**

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**Discussion and Activities:** See Training Materials ([link](#))

**Key Concepts:**

- » Paradigms Are Common. Worksheet Number Four
- » Paradigms Are Useful. Worksheet Number Seven

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**10:30 – 10:45 » BREAK**

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**10:45 – 11:30**

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**Discussion and Activities:** See Training Materials ([link](#))

**Key Concepts**

- » Outsiders Bring New Paradigms. Worksheet Number Six
- » Shifting Paradigms Takes Courage. Worksheet Number Eight
- » You Can Choose To Change Your Paradigm. Worksheet Number Nine

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**11:30 – 12:00**

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Morning Closure and Summary

Summary of “Opportunity is now here.”

Summary of Understanding Paradigms and Change.

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**LUNCH**

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**1:00 – 2:00**

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**Learning Focus:** Understanding who will bring new ideas to the organization.

**Video Program: Wealth, Innovation & Diversity**

**About the Program:** Wealth, Innovation & Diversity takes you on a journey to understand a fundamental truth: without Diversity, there can be no innovation; without innovation, there can be no growth. In other words, Diversity is not only the right thing to do; it's your source of greatest potential.

As we move into the 21st Century, it is clear that our organization needs to focus on being a more diverse and inclusive place than we are today. Our customers and the marketplaces and communities we serve are demanding that we understand and relate to their issues—and bring new innovations to them to solve the problems they are facing.

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**2:00 – 2:30**

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**Group Activity:** What do we value? (see pages 16 and 17 Participant Workbook)

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**2:30 – 2:45 » BREAK**

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**2:45 – 3:30**

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**Group Activity:** Point of View Mutualism and Our Organization (see pages 24 and 25 Participant Workbook)

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**3:30 – 4:00**

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### Summary

- » **Learning Focus:** Understanding Paradigms
- » **Learning Focus:** Understanding who will bring new ideas to the organization.

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# Raising the Bar of Expectations

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## Day Two

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**8:00 – 8:30**

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**Opening Activity:** Review Learning Focus from Day One

- » **Learning Focus:** Understanding Paradigms
- » **Learning Focus:** Understanding who will bring new ideas to the organization.

**8:30 – 9:00**

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**Learning Focus:** Understanding how to look for new ideas

**Video Presentation: Innovation at the Verge by Joel Barker**

**About the program:** Joel Barker has always believed the future is something you create, not something that happens to you. In this bold, new program, “Innovation at the Verge,” Barker teaches how to create your own future by finding your next innovation. Through stories and examples you will learn how to bring together your ideas with the ideas of others as you meet at the Verge.

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**9:00 – 9:30**

Training Concepts Activities: (See program training materials)

1. The importance of innovations (Link)
2. Adaptation is quicker than invention (Link)

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**9:30 – 9:45 » BREAK**

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**10:00 – 10:30**

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Training Concepts Activities:

3. Vergent Territories (Link)
4. Partners Over There (Link)
5. Over and Back (Link)

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**10:30 – 11:30**

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**Analyzing new innovations at the verge.**

For this discussion, each participant will receive a story of a new idea. The discussion should focus on what were the two ideas that came together at the verge and is this in fact an innovation.

1. Think Inside the Box2 (Link)
2. The Fabric of Creativity (Link)
3. Cereality – Another Saturday Morning (Link)

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**11:30 – 12:00**

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**Morning Review and Summary**

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**LUNCH**

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**1:00 – 2:00**

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**Learning Focus:** How to present your new idea to get buy in?

**Video Program: Tactics of Innovation**

**About the program:** New ideas and innovations generate one of the great ironies of life: while we all benefit from change, we also resist it. We resist change for some very logical reasons. The fundamental reason we resist change is that it upsets the careful balance between new and old that we work so hard to achieve in our jobs, at our homes, and in our communities.

This resistance, however logical, can be overcome. The Tactics of Innovation offers a pathway that anyone can use to do this.

**Discussion and Activities:**

- » Change is Constant Program Workbook – page ten
- » Humans Often Resist Change Program Workbook – page eleven

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**2:00 – 2:45**

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**Discussion and Activities:**

- » Social Equilibrium or “Don’t rock the boat” Program Workbook – page twelve
- » Invention versus Innovation Program Workbook – page thirteen
- » The User’s Point of View Program Workbook – page fourteen

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**2:45 – 3:00 » BREAK**

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**3:00 – 3:45**

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**Learning focus:** Getting Total Commitment – Making a Difference

**Video Program:** The Star Thrower Story

**About the program:** One of the most cherished stories from the Power of Vision, Joel Barker’s version of the Loren Eiseley classic reminds us that we all have the ability to make a difference. As individuals, we can choose to take action and participate in the world around us. Together, we can shape the future.

Finding new ideas and innovations means working through our most difficult problems and not running from them. That’s when we get our confidence and know we will do the right thing.

**IT ALWAYS TAKES TOTAL COMMITMENT**

- » If we are not committed, how can we ask others to be committed?
- » This only happens when we are willing to risk.
- » Failure is fertilizer for success.
- » We fail forward.
- » By risking we are attempting new things, new ideas, and new possibilities.

**Activity:** What will it take to get total commitment from you?

Write a commitment statement:

- » Who:
- » What:
- » When:
- » Where:

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**3:45 – 4:00**

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**Summary**

**Workshop Close**