



Improvised Innovation! Unleash Creativity and Leap Ahead of the Competition

Why Innovation?

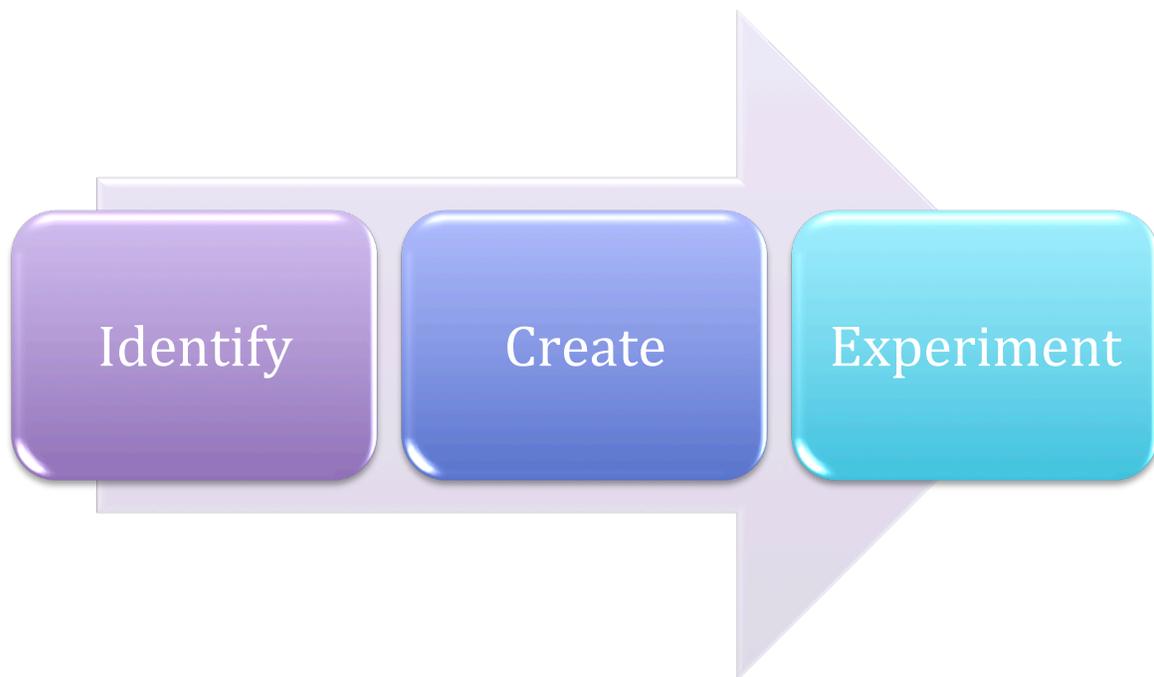
When people think of “Innovation” they often think of technological breakthroughs. However, I use two simpler definitions:

- 1) *Doing something new or doing something old in a new way.***
- 2) *Meaningful self-directed change.***

By these definitions, innovation is not only useful but also necessary to deal with all the change in the world and to consistently move ourselves, our departments, and our organizations forward.

The Innovation Process

I. C. E.





I) Identify the “right” problem:

- Make certain you are solving the “right” problem
- If you feel blocked, try switching to solving a different but related problem
- For meaningful innovation, attack “impossible” problems
- “Yes, but that’s impossible,” to “Yes, and let’s attack this!”

C) Create

- Generate lots of solutions or ideas by tapping into your creative power.
- “Empty your mind” and “be present” so you can hear the ideas your creative subconscious is giving you
- “Go fast.” Let ideas flow out of you without stopping. Don’t edit, judge, or pause. Just generate!
- Be willing to create ideas that are stupid, impossible, or ridiculous, not for implementation but for exploration.
- “Yes, but that’s a bad idea,” to “Yes, and let’s dig a little deeper!”

E) Experiment

- Think “experiment, not execute.” When innovating, there is no sure success
- Adjust as you go. Your creative idea is just the starting point. Analyze the results, make an adjustment, and repeat
- “Yes, but this may not work” or “Yes, but I have no idea what will happen,” to “Yes, and let’s see what we can learn!”



Sample Questions for Interview Exercise:

- Why did you first develop an interest in ___?
- What's the weirdest thing you have seen when it comes to ___?
- What's the secret to being incredibly successful at ___?
- Could you tell us about the one thing you should never do with regards to ___?
- Could you tell us the story of how ___ was instrumental in [insert any famous historical event]?
- Please tell us about the first known example of someone _____.
- If I wanted to get started in ____, what you recommend I do first?

Work With Avish

Avish engages, energizes, and entertains groups while helping them **Respond** in a way that lets them embrace change, do more with less, and deal with difficult people. This can be achieved by having him:

Speak at Your Annual Conference

Avish's presentations are fun, engaging, interactive, motivational, and designed to **open-minds** and get people started down the path of adaptability and innovation.

Train at your Workplace

Working hands-on with a smaller group for a longer time where the focus is on **skills-transfer**, giving your team the skills and practice to implement these ideas in the real world.

Contact Avish Now!

To get started give Avish a call (484-366-1793) or send an email to avish@avishparashar.com!