



# FOSTERING AN INNOVATION MINDSET

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## ABOUT ME

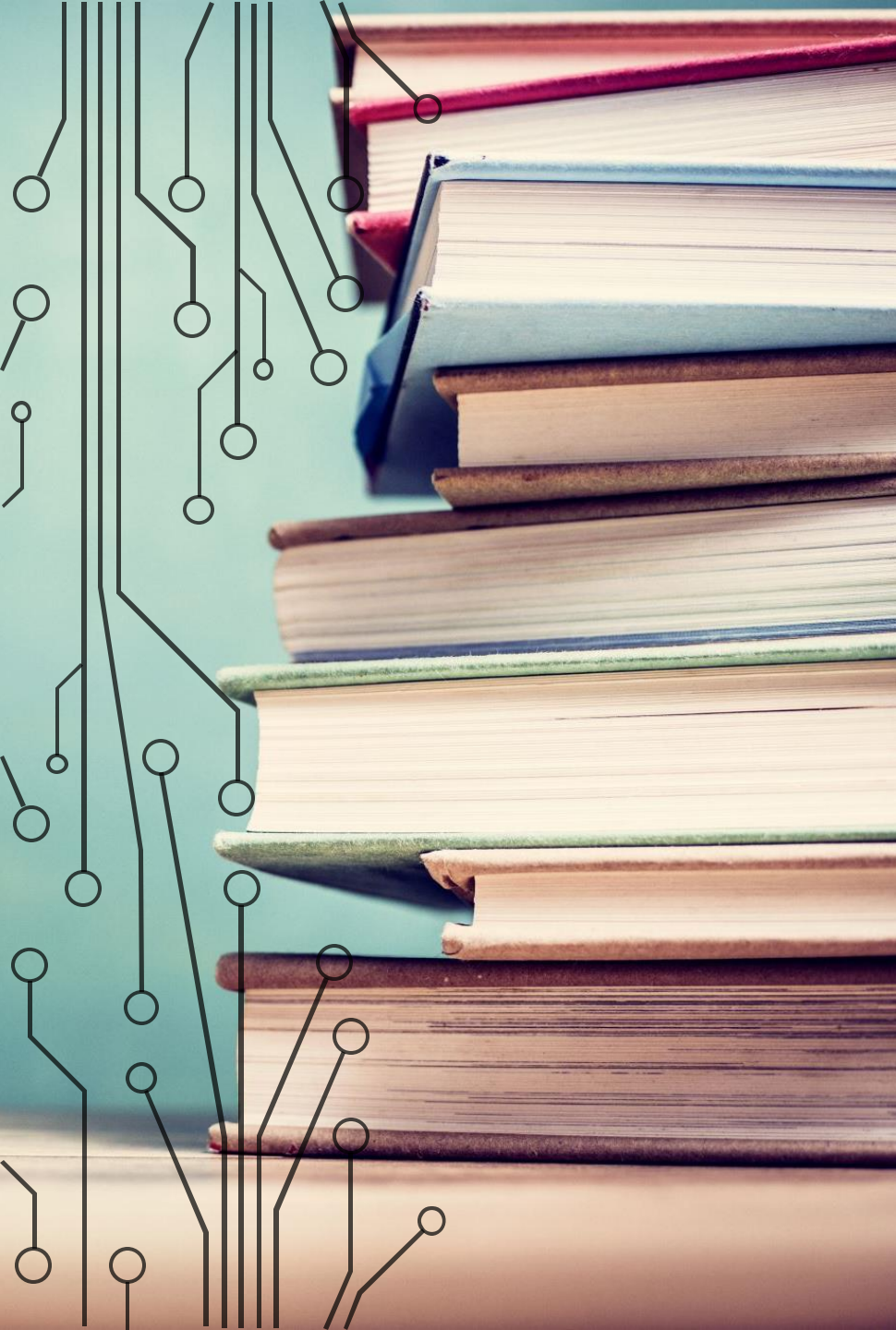
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Innovation Facilitator

Leadership Coach

Trauma Services Advocate

DEIA LEADER



# INTRODUCE YOURSELVES IN THE CHAT!

- NAME
- TENURE
- GRADE YOU TEACH
- IS THIS YOUR FIRST YEAR WITH THE PROGRAM?

# RULES OF ENGAGEMENT

- BRING YOUR VOICE
- BRING SOME LEVITY
- BE PRESENT
- OPEN THINKING
- YES, AND
- FOCUS ON VALUE CREATION







# AGENDA

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INTRODUCTIONS

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MINDFULNESS

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GETTING STARTED

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BRAINSTORMING

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CONCEPT CREATION

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YOUR ROLE

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TOOLS AND MEASURING PROGRESS

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WRAP-UP

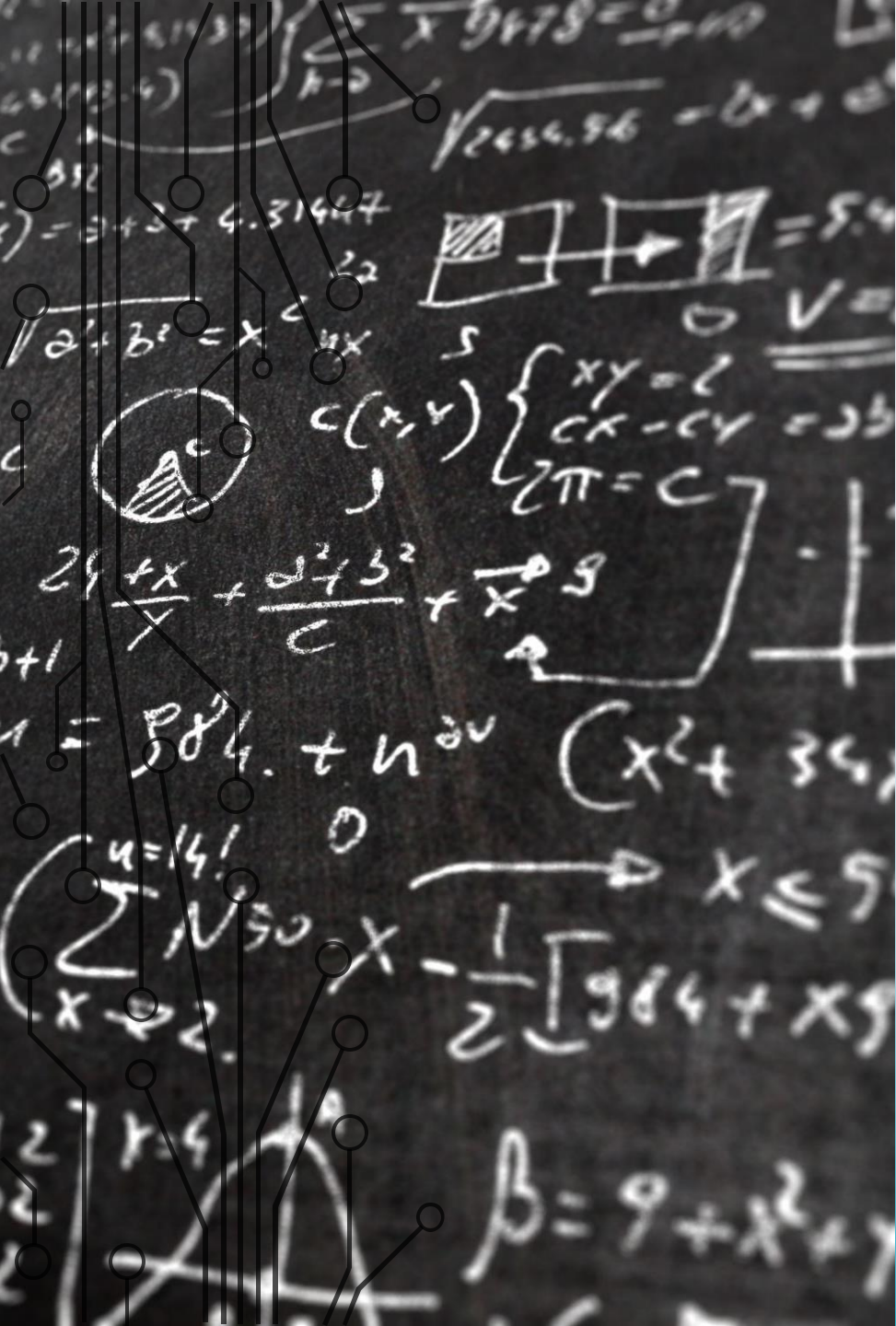


WHAT'S ONE THING YOU  
STRUGGLE WITH AROUND  
FOSTERING INNOVATION IN  
THE CLASSROOM?

WHAT DO YOU WANT TO  
WALK AWAY WITH TODAY?

## BREAKOUT ACTIVITY

- Take turns answering this question.
- Come back and be prepared to share with the group



## DEFINING “INNOVATION”

A definition we use in the Innovation Lab at CME Group is “Innovation is something different with value.”

You might think about it as a mindset for growth, creativity, stretching yourself to think differently, generating new ideas that create positive impact in the world.



# WHAT IS HUMAN CENTERED DESIGN?



People centered



Solve the right problems



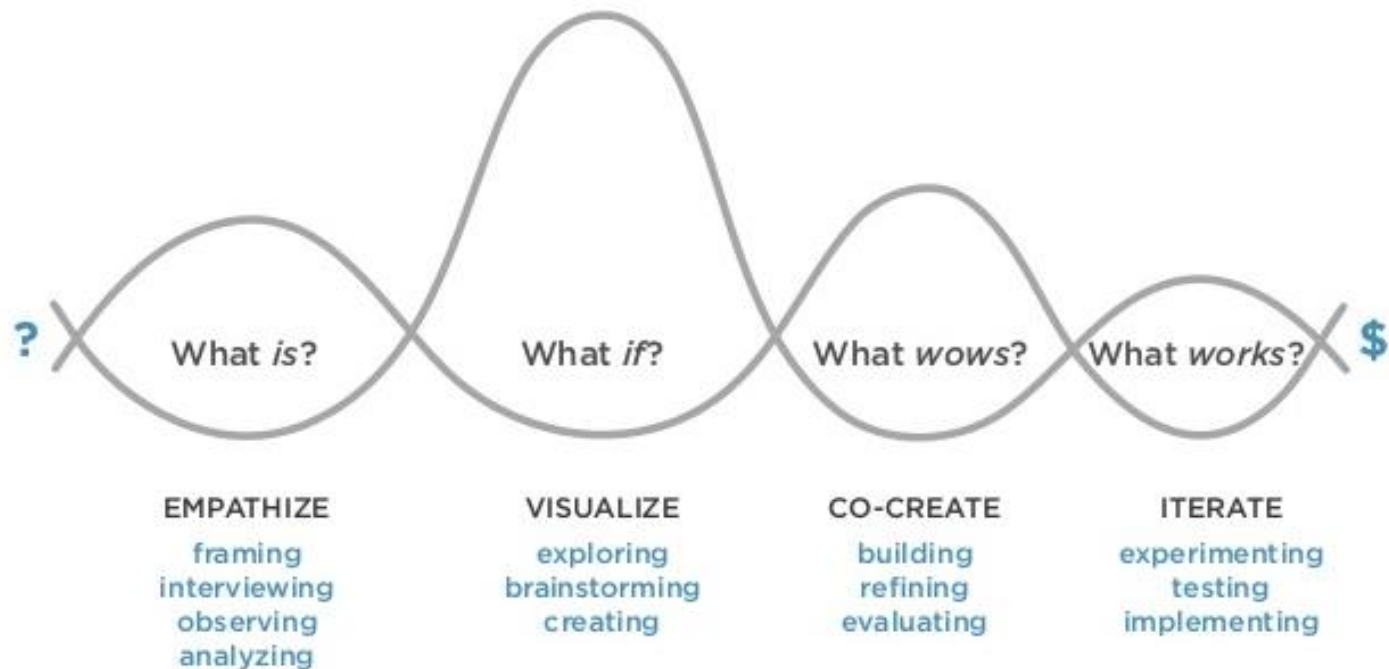
Everything is a system



Small and simple interventions



# THE FOUR QUESTIONS





## DIVERGING & CONVERGING: FEEL THE DIFFERENCE

The beginning process in brainstorming involves divergent thinking – expansive thinking:

- What would Taylor Swift do?
- What would someone in politics consider around this?
- What would the inventor of TIK TOK do?

Later in the process is where you'll refine, converge and prioritize....

# GO SLOW TO GO FAST



We're often quick to move fast to solutioning



Encourage them not to rush to brainstorming ideas, until they really understand the problem first

## THINKING & FEELING

I want something that just works.

I don't want an extra suitcase and a million peripherals

HEARING

My friend  
Sony

name

Charlie

background:

Budget-conscious

Non-technical

Consumer

## WHERE TO BEGIN?

- WHO IS THE CUSTOMER?
- IT ALWAYS STARTS WITH GETTING TO KNOW WHO YOU ARE SERVING
- WHAT IS IMPORTANT TO THEM?
- WHAT DO THEY STRUGGLE WITH?
- DIG INTO THEIR EXPERIENCES



# THIS IS THE WHAT IS STAGE: ASK PROBING QUESTIONS

What is the  
problem?

Why?

When does it  
occur?

How often?

How is it  
being solved  
currently?

What  
alternatives  
exist?

What do you  
like/dislike?

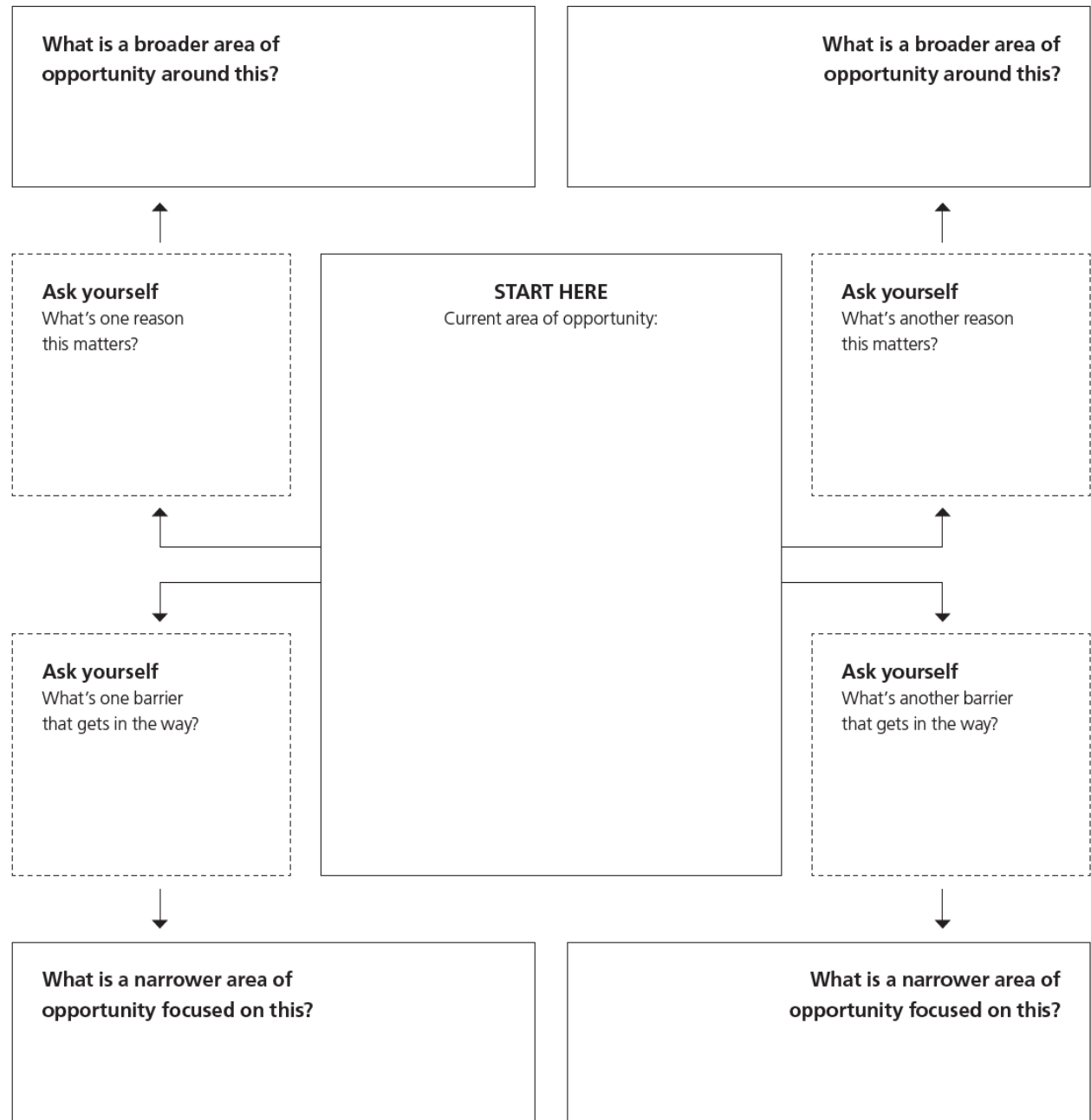
What are  
specific  
examples?

Where does  
it happen?

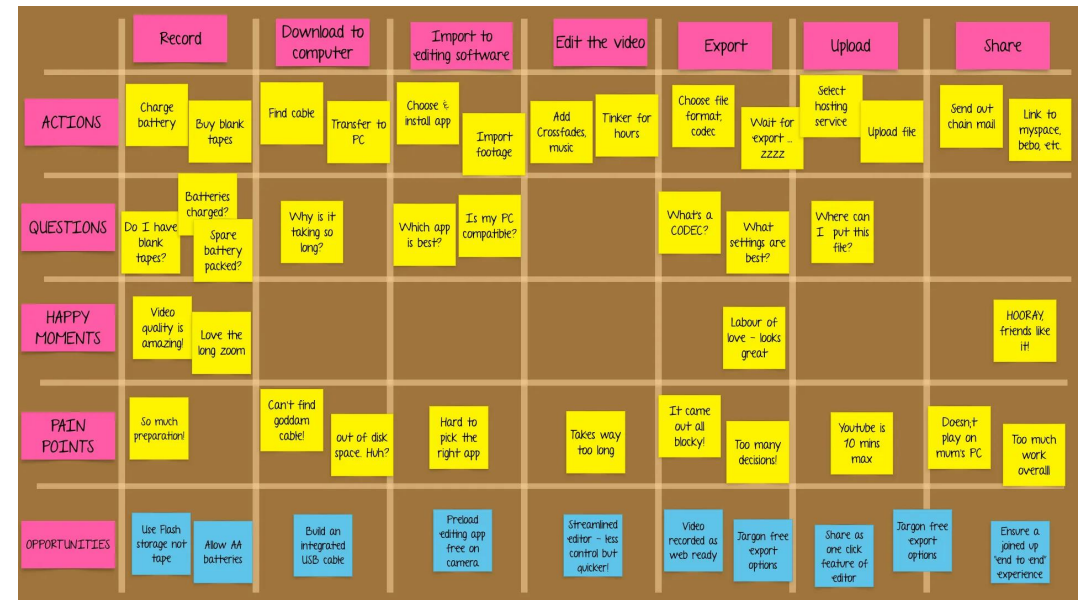
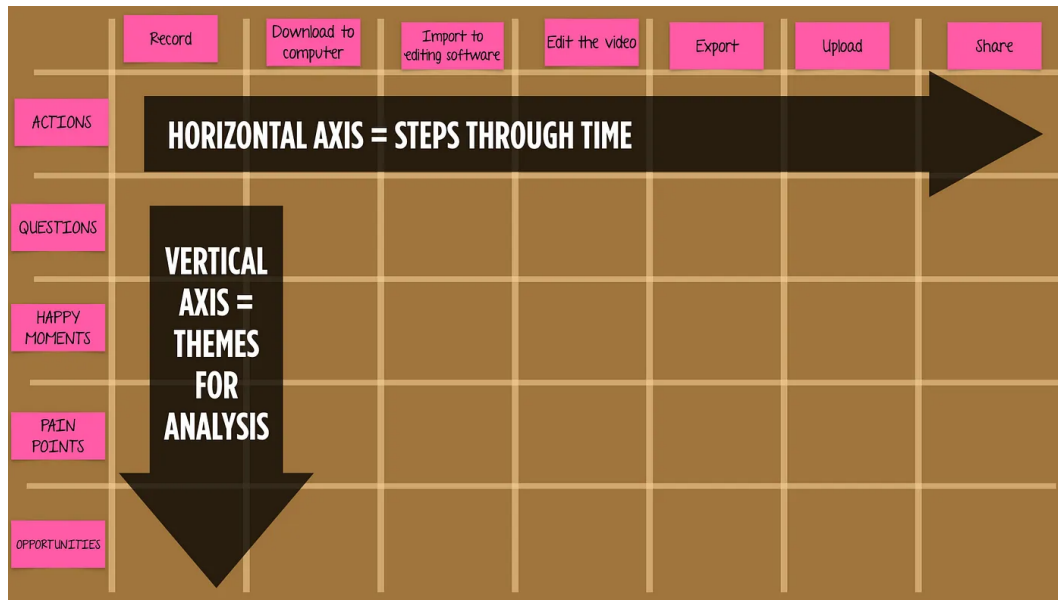
Who is  
impacted?

# SCOPING THEIR PROJECT

- PUSH THEM TO STAY IN UNDERSTANDING WHO THEY ARE SOLVING THE PROBLEMS FOR
- FOCUS ON PAIN POINTS
- HAVE THEM GET SPECIFIC







Retrospective & Prospective Maps can be useful!

# TOOLS FOR JOURNEY MAPPING



# TOOLS FOR JOURNEY MAPPING

- **Actions:** the thing the user needs to do to move to the next step
- **Questions:** things the user needs answering before they'll be willing to move to the next step
- **Happy moments:** positive, enjoyable things that improve the experience
- **Pain points:** frustrations and annoyances that spoil the experience
- **Opportunities:** design enhancements that you could implement in a new product, that address any of the problems identified.

	Record	Download to computer	Import to editing software	Edit the video	Export	Upload	Share
ACTIONS	Charge battery Buy blank tapes	Find cable Transfer to PC	Choose & install app Import footage	Add Crossfades, music Tinker for hours	Choose file format, codec Wait for 'export ... zzzz'	Select hosting service Upload file	Send out chain mail Link to myspace, bebo, etc.
QUESTIONS	Do I have blank tapes? Batteries charged? Spare battery packed?	Why is it taking so long?	Which app is best? Is my PC compatible?		What's a CODEC? What settings are best?	Where can I put this file?	
HAPPY MOMENTS	Video quality is amazing! Love the long zoom				Labour of love - looks great		HOORAY, friends like it!
PAIN POINTS	So much preparation!	Can't find goddam cable! out of disk space. Huh?	Hard to pick the right app	Takes way too long	It came out all blocky! Too many decisions!	Youtube is 10 mins max	Doesn't play on mum's PC Too much work overall
OPPORTUNITIES	Use Flash storage not tape Allow AA batteries	Build an integrated USB cable	Preload editing app free on camera	Streamlined editor - less control but quicker!	Video recorded as web ready Jargon free export options	Share as one click feature of editor	Jargon free export options Ensure a joined up 'end to end' experience



## WHAT IS CONTINUED: THEMING THEIR MAPS

- CLUSTER SIMILAR NOTES TOGETHER
- COME UP WITH 3-5 MAJOR THEMES THAT THEY'RE SEEING IN THEIR RESEARCH
- PINPOINT THE OPPORTUNITY AREAS THEY WANT TO EXPLORE FOR IDEATION



# INSIGHTS & OPPORTUNITIES

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## AN OPPORTUNITY AREA IS:

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A product of idea generation

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A reframing of problems or needs that the customer has

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Not a solution; instead, it suggests the possibility of more than one solution

Example:

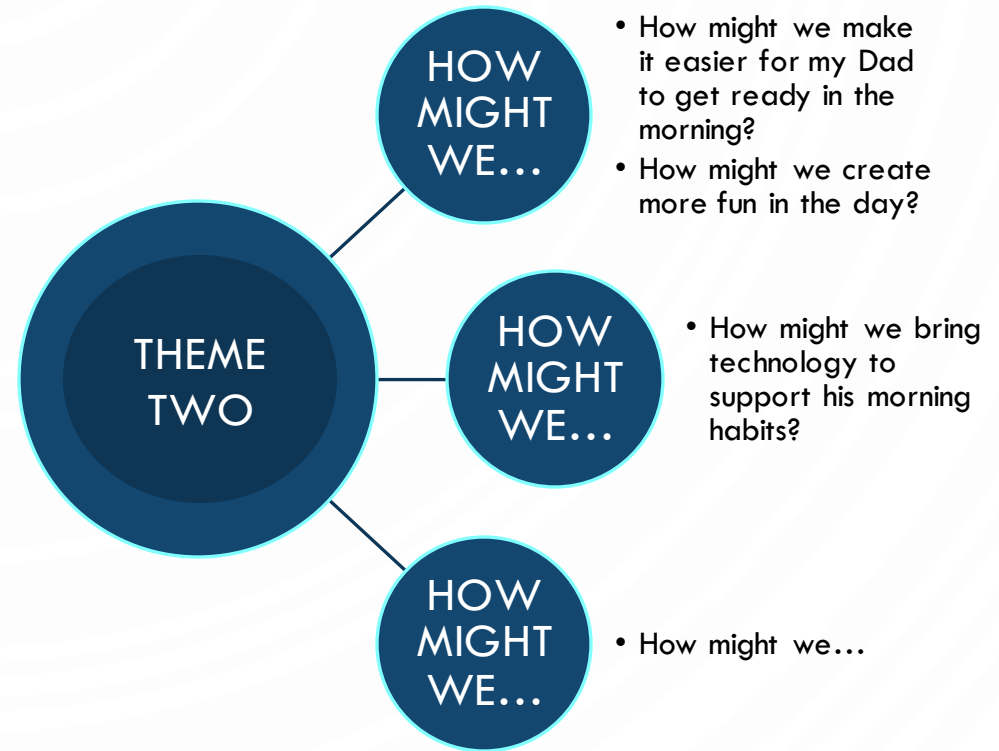
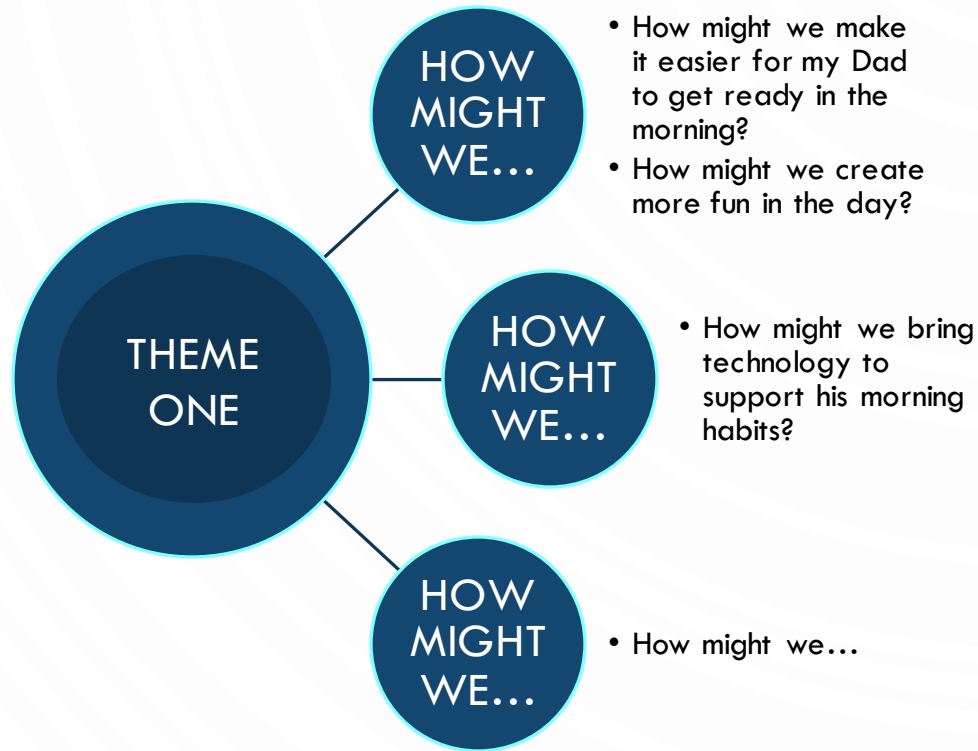
INSIGHT: It takes my Dad 1 hour in the morning to get himself ready, gather the kids, and leave for work.

Opportunity areas:

- How might we...help my Dad gather the things he needs more efficiently so that he can decrease the time it takes to leave?
- How might we...get the family to change their habits and behaviors to make things easier for him?
- How might we...inject some fun, joy and light to the start of his day so that his stress is decreased in the morning?

# WHAT IF PHASE: HOW MIGHT WE?

**HMW allows for open-minded creativity  
and thinking of the problem from different  
perspectives**







# CREATE IMPACTFUL DECISION CRITERIA



WHAT OUTCOMES ARE YOU TRYING TO ACHIEVE?



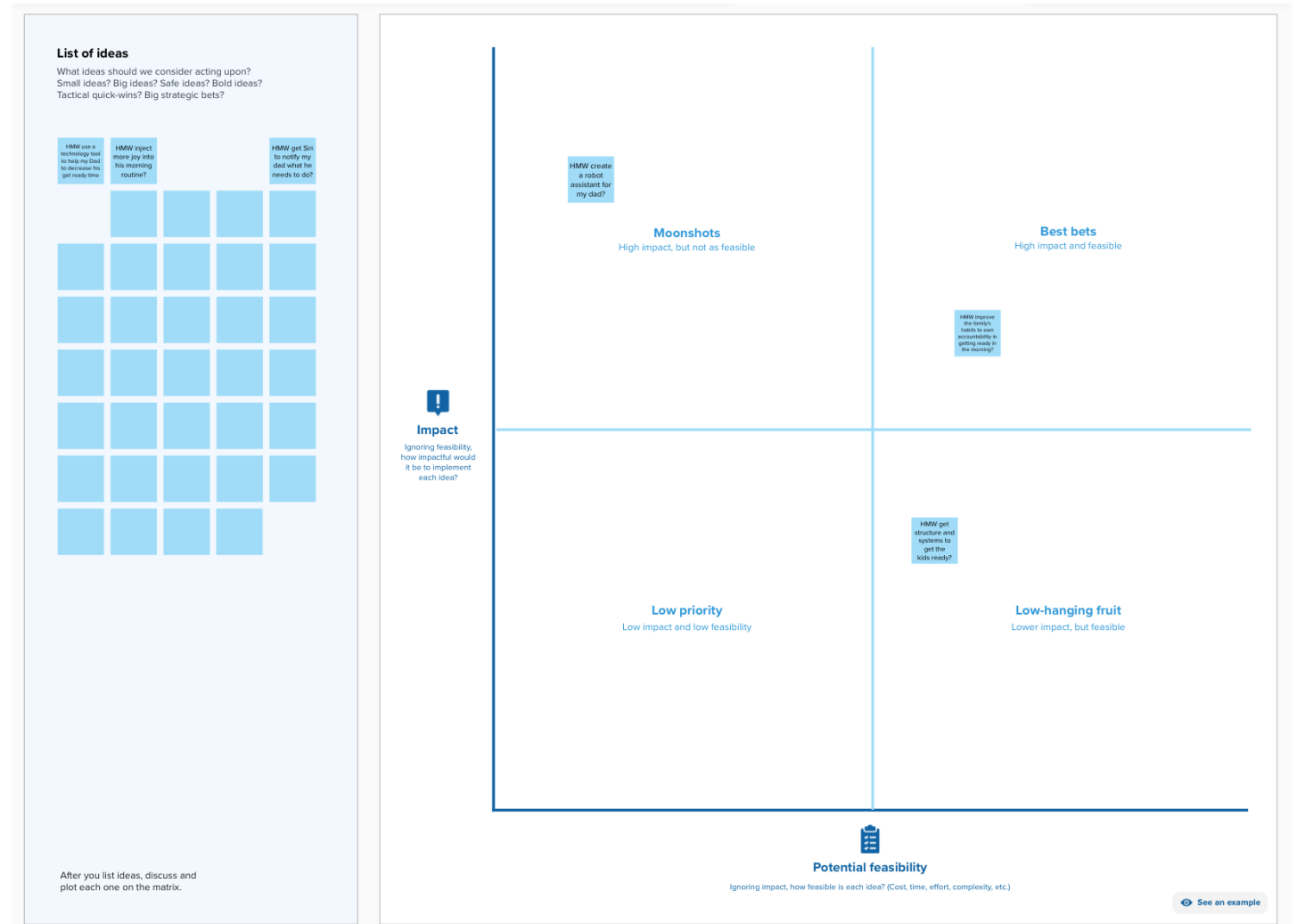
BASED ON THAT – WHAT IS YOUR CRITERIA FOR A REALLY GREAT SOLUTION YOU WANT TO DESIGN?



LIST OUT ANYTHING YOU SHOULD KEEP IN MIND

# PRIORITIZATION MATRIX

- Consider ranking ideas on your decided upon criteria.
  - Feasibility: Cost, time effort, complexity, etc.
  - Impact: Value, impact, revenue, etc.







## ***WHAT IF?:*** **CHOOSING THE MOST COMPELLING OPPORTUNITIES**

- **VOTING**
- IF THEY'RE WORKING IN TEAMS:
- EACH STUDENT HAS 5 VOTES, AND THEY CAN PICK THEIR MOST COMPELLING AREAS THEY'D LIKE TO EXPLORE



# WHAT WOWS?: ASSUMPTION BASHER

What do  
you know  
to be  
true  
about  
the  
problem?

- Generate a list of assumptions that people hold around the challenge
  - Sustainability is expensive
  - Do people really have to wear identical socks on both feet? Are socks even necessary?
- What if the opposite was true?





# MOVING INTO CREATING A “CONCEPT”

THEME ONE

## EDUCATE



## CONCEPT IDEA

- DEMOS
- ONLINE LEARNING PLATFORM
- VISIT UNIVERSITIES
- HOST LEARNING EVENTS

THEME TWO

## DEVELOP TECH



## CONCEPT IDEA

- SELF-SERVICE PLATFORM
- MOBILE APP
- LIVE STREAM TRADING

THEME THREE

## MARKETING

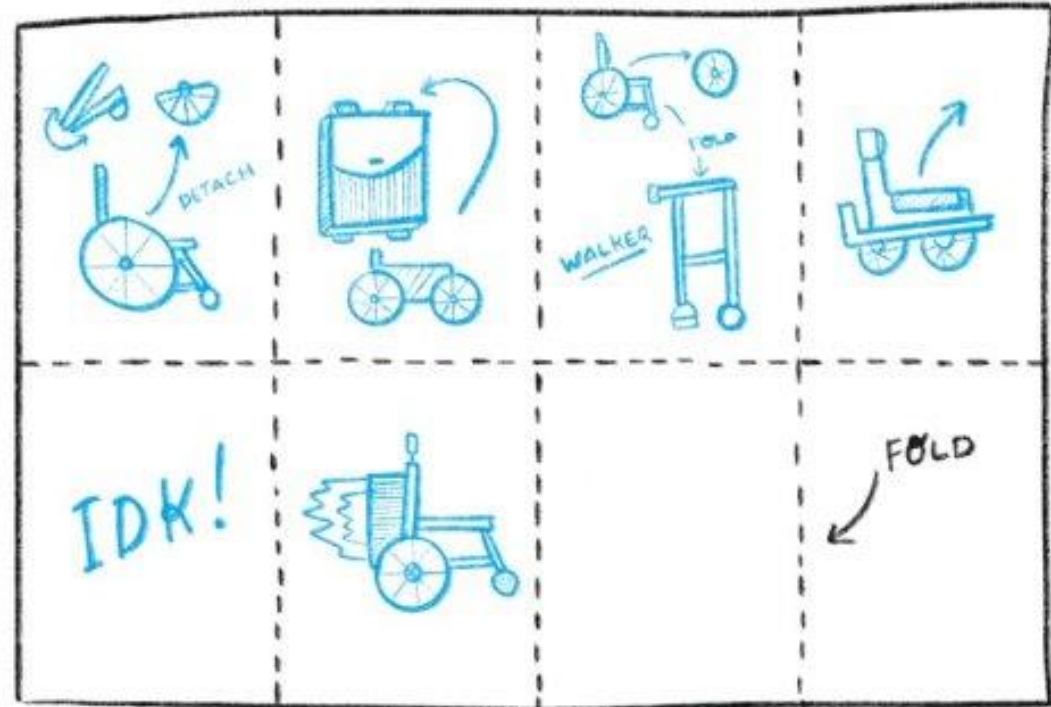


## CONCEPT IDEA

- ATTEND CONFERENCES
- GENERATE CONTACTS
- EXPAND AUDIENCE BEYOND UNIVERSITY

# WHAT WOWS?: SKETCHING: CRAZY 8

- Do this individually
- Fold a large paper into 8 panels
- Take 2 minutes to review your most compelling idea fragments
- Set a timer for 8 minutes
- Sketch 1 concept in each panel (1 min per sketch) to communicate your concept



CRAZY EIGHTS



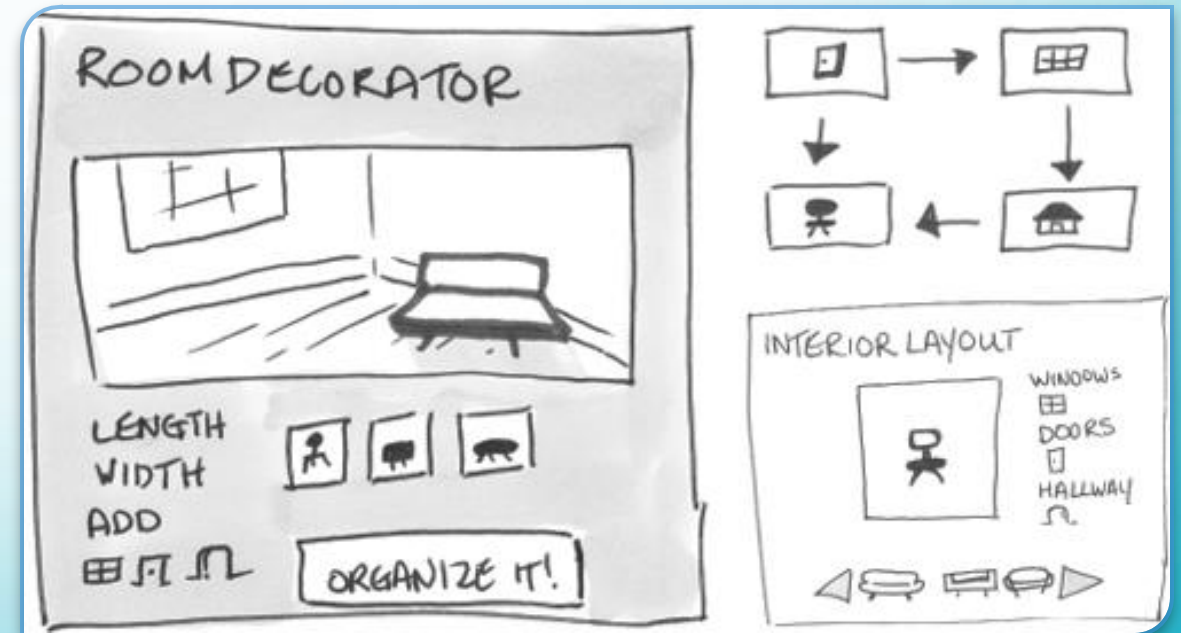
# SKETCHING : CRAZY 8

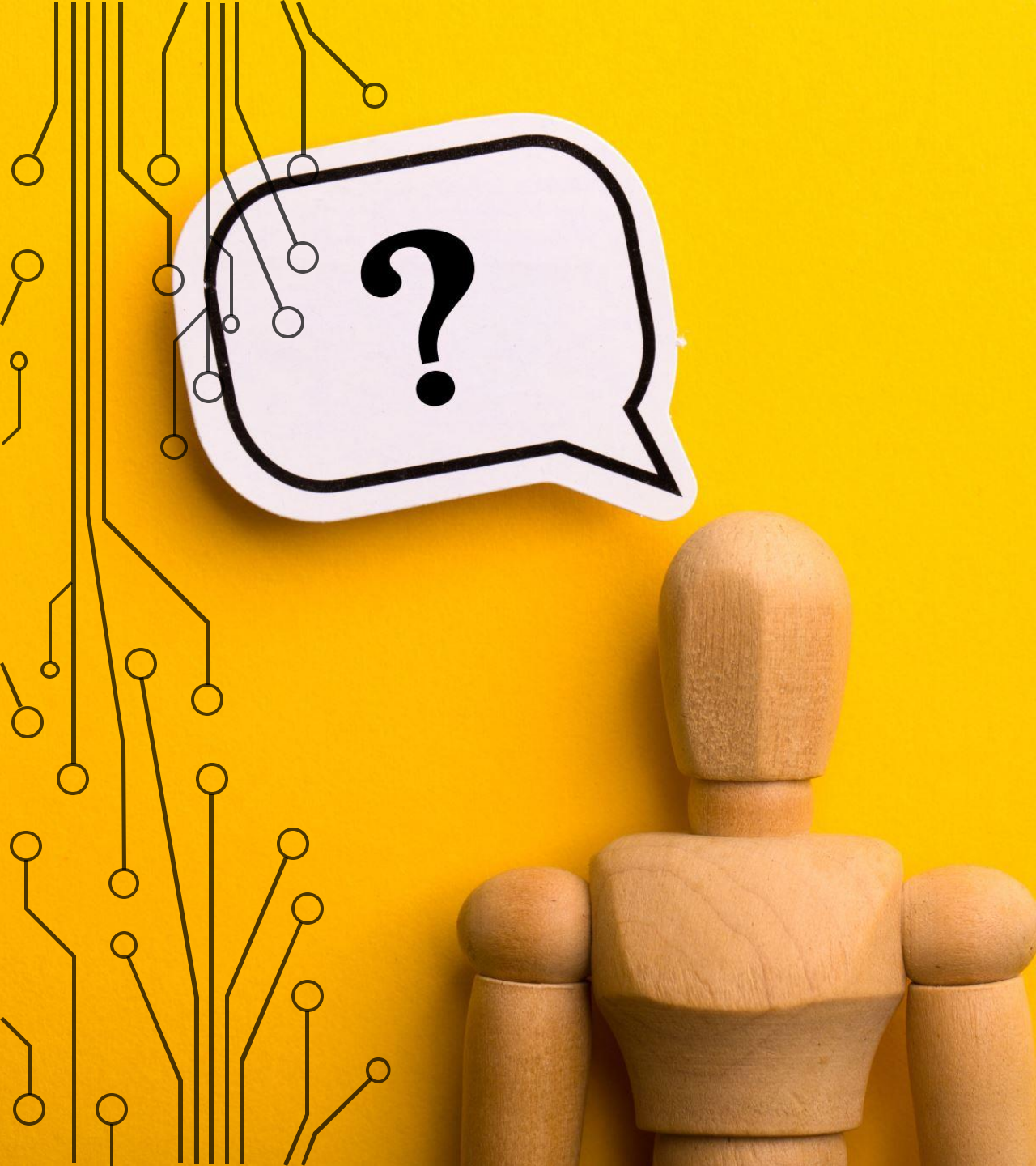
- Students can pitch their sketches in 1-3 minutes with their group
- Team can comment with statements that start with “I like... I wish... or What if...”
- Give everyone 3-5 “dot” votes and 2 minutes to vote on the most compelling sketches



# CONCEPT SKETCHES

- Each student can choose ONE concept they want to focus on (or take a combination of ideas that were voted on)
- Individually, take 8-10 minutes to create a detailed concept sketch that includes 3-4 frames to show how their idea works
- They can use doodles, headlines, notes
- Then each student shares their concept with the team for 2 minutes
- Team can comment with “I like...I wish...or What if..”





# WHAT IS YOUR ROLE HERE?

HOW CAN YOU SUPPORT THIS  
PROCESS?







# YOU ARE THE GUIDE



Think of yourself as a GUIDE to the students in this process



They get to explore, research and discover



They are the anthropologists, adventurers





# GAMIFYING INNOVATION

- Grab their attention
- Lots of interactive games – checking their knowledge expertise on concepts they're learning
- Give our small prizes/awards (Starbursts!) – Assign teams; even if one student struggles their team can have a chance to win and they still get a prize!



Give them creative time

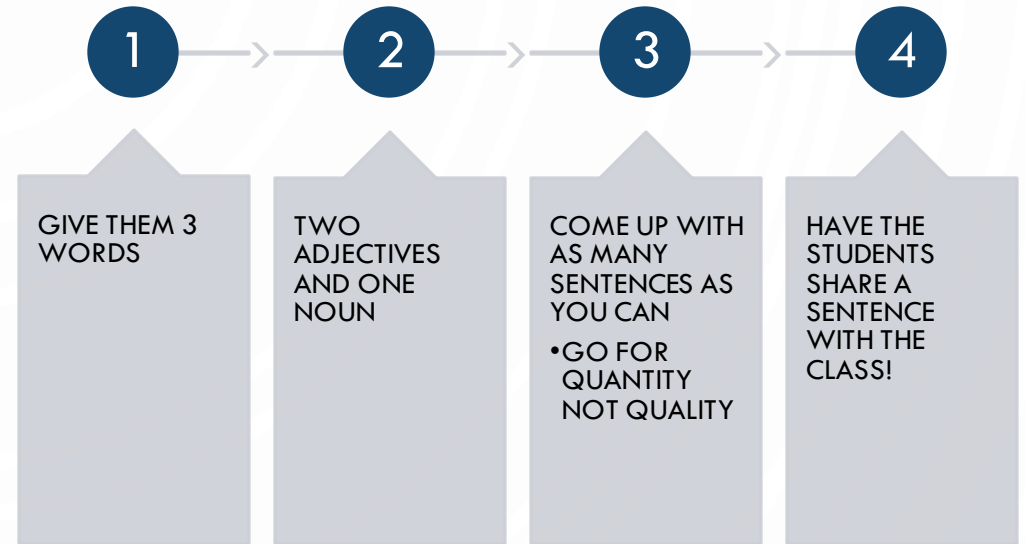


Competitions: Who can fail the fastest?

# GET THEIR IDEAS OUT THERE!

## BRAINWRITING

- Encourage crappy ideas!
- Quick brain primers & exercises can make it a game and get the wheels spinning



BROWN

FOGGY

BEAR



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# NO IDEA IS GOOD

THE CONCEPT BEHIND SONIC THE HEDGEHOG IS AN INDIGO HEDGEHOG IN SNEAKERS THAT RUNS REALLY FAST

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- “It’s easier to tame down a wild idea than it is to invigorate a lame one.” – Alex Osborne



# DISCUSSION: WHERE DO YOU STRUGGLE?



BREAKOUTS:



TENURED TEACHERS  
W/NEW TEACHERS

- What has been the hardest part of this process?
- What are your concerns?
- What are you excited about?
- What are you planning to celebrate?

# GIVE THEM THE TOOLS TO EMBODY A GROWTH MINDSET

## Growth Mindset

- It's not about being perfect
- Learn to be with discomfort – if you're feeling that tension...GREAT! You're in the right zone!!
- Lean into what's difficult and make a lot of mistakes along the way



Use the word “yet” at the end of their sentences, “I can’t do this...yet”, “I don’t know the answer...yet.”



When they mess up – encourage them to say, “Yay!”

MAKE THIS VISIBLE IN THE CLASSROOM!

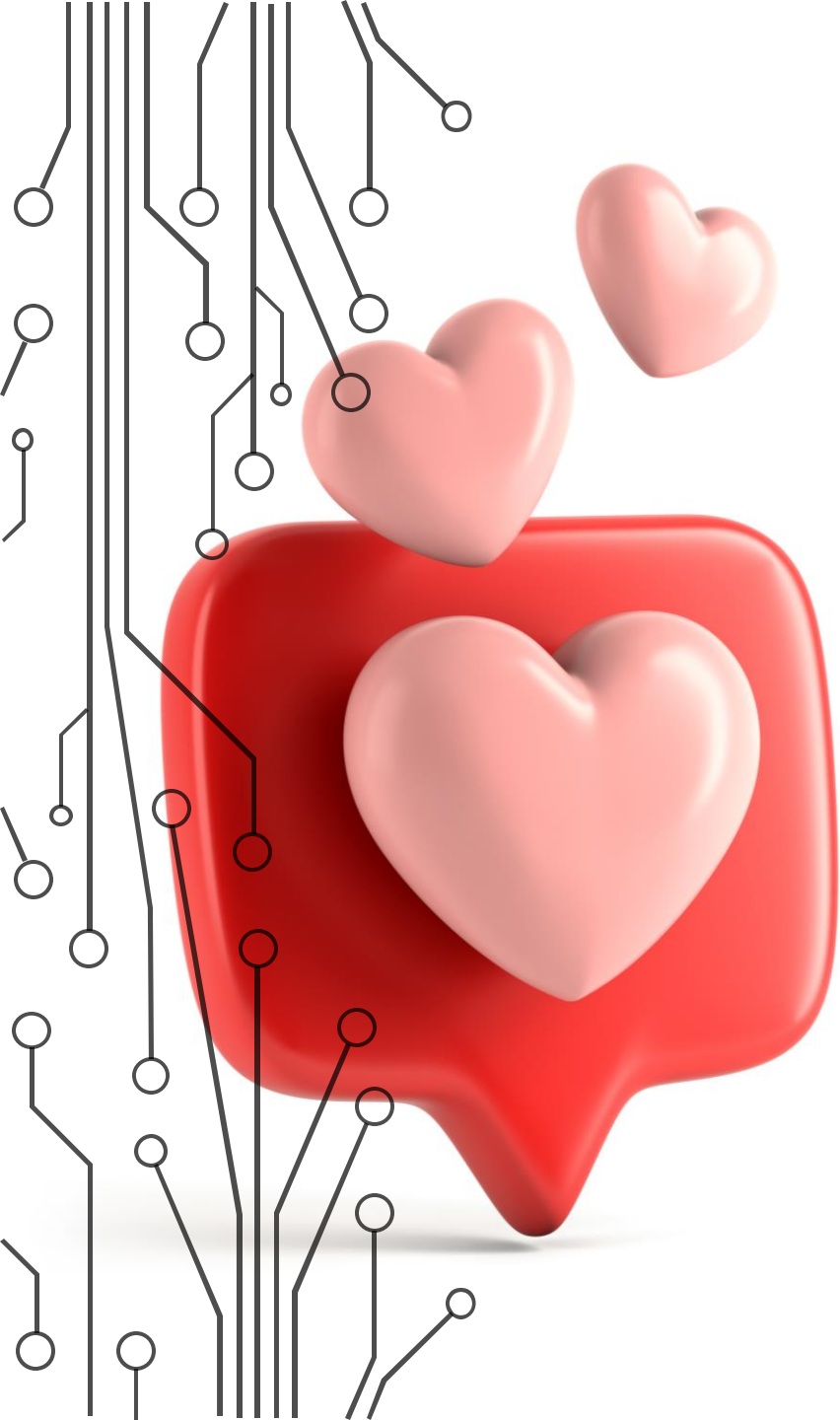
“ The first step to being good at something is being bad at it! ”



# CELEBRATE THE STRUGGLE!

...AND MEASURING  
PROGRESS





## MEASURE THEIR PROGRESS

- Goal binder for smart goals
  - What do they want to learn in this process?
  - What skill do they want to develop?
  - How will they know when they get there?
- Complement jars – encourage students to add to each person's jars

# TRACK THEIR PROGRESS

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How is the process of discovery impacting them?

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Where is this hard?

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What are they learning?

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Where can they stretch themselves?







# MEASURE THEIR PROGRESS

- **Success Folders:**
  - Folder they can decorate, that includes a collection of successes, learnings, goals accomplished, and celebrated failures
  - They can review their folders each week at the start of the week
- **Learning journal**
  - They can write a weekly reflection of what they've learned that week in the process
  - What they've had a hard time with, but how they've challenged themselves to overcome it
  - You can review and add comments, encouragement



# RESOURCES

- <https://xplane.com/worksheet/customer-journey-mapping-worksheet/>
- <https://harrybr.medium.com/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067>
- [Designing for Growth Fieldbook](#)



THANK YOU!!

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Q&A