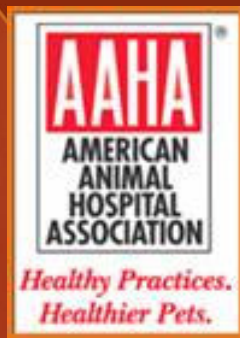


THE INNOVATION CHALLENGE

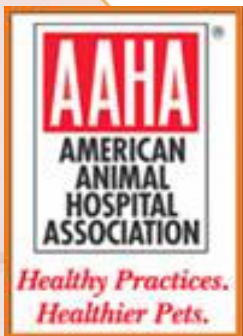


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Creating a Culture of Change

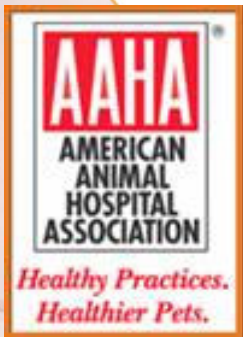
Life is like a dogsled team – if you ain't the lead dog, the scenery never changes!

- Lewis Grizzard



What Employees Most Want

1. Credible Leadership
2. Accessible Leadership
3. ***Receptivity to innovation/new ideas***



Creating a Culture of Change

- What factors facilitate risk taking and openness to change?
- What factors inhibit risk taking and openness to change?



The Landscaper

You are a landscape gardener who has been given instructions to plant four special trees so that each one is exactly the same distance from each of the others. How would you arrange the trees?



Get out of the DOGma house!

When it comes to trying something new in your practice, what are some of the assumptions (“dogma”) that limit your thinking?



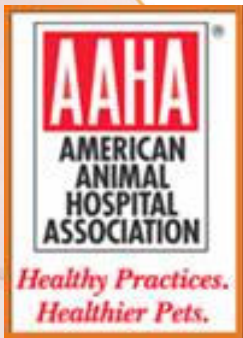
What are your “Sacred COWS?”

What are the things that people would be afraid to change because “we’ve always done it that way?”



Combining Two Ideas

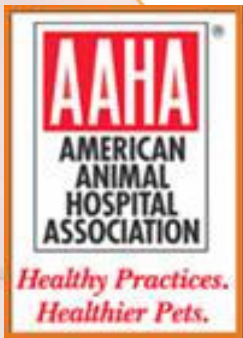
- Roller skate shoes
- Ski Shuttle
- A high tech T-shirt
- Lifestraw
- Pet car seats
- Petting glove



Get Out of Your Box

Think of as many ways as possible to market a new idea:

- Veterinary Product
- Veterinary Service



The Need to be Right

“The need to be right all the time is the biggest bar there is to new ideas. It is better to have enough ideas for some of them to be wrong than to be always right by having no ideas at all.”

Lateral Thinking
Edward de Bono



The Need to be Right

“In the beginner’s mind, there are many possibilities; in the expert’s mind there are few.”

Shunryu Suzuki, Zen
Philosopher

