

Applying the Virtues to Innovation: 3 A's

RSK, LLC.

Awareness

On a scale of 1 (low) and seven (high) conduct a self-assessment of your innovative skill set, your innovative mindset and your virtues:

| Skill Assessment | Mindset Assessment | Virtue Assessment |
|------------------------|-------------------------|-------------------|
| Add Value | Passion | Love |
| Manage Risk | Opportunity Recognition | Courage |
| Create Wealth | People and Process | Faith |
| Branding | Triple Bottom Line | Justice |
| High Performance Teams | Engage Talent | Prudence |
| Competing Interests | Balance | Temperance |
| Deal Flow | Fail Fast | Hope |

Attention

Focus on areas you would like to develop

- Identify one to three areas for growth based on self-assessment and feedback
- Identify barriers to growth
 - Consider intangible barriers such as denial, blind spots, rationalization and pride
 - Consider tangible barriers such as social capital, experience, education, funds
- Take Away – identify focused areas for growth and barriers that must be resolved

Action – ways to create value with virtue

- The A, B, C checklist for action includes:
 - inner/outer life
 - corporate/community life
 - disciplined way to reflect and to seek feedback
- Take away
 - Be clear and specific about your goals
 - Set definitive time lines
 - Define success and deliverables

| Inner Life Disciplined Reflection | Outer Life “It-thou” | Corporate and Community Life Teams & Partners | Association Unobvious connections |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Reflect • Compassion • Social Justice • Learn from Mistakes <p>Education</p> <ul style="list-style-type: none"> • courses that promote self-discovery and reflection | <p>Reduce TV, computer, PDA to increase Family/Friends</p> <p>Replace multi-tasking with “10,000 hour rule” of focused effort</p> <p>Audit Social Capital</p> <ul style="list-style-type: none"> • Within company • Within industry • Within community • At National and Global level <p>Build Social Capital</p> <ul style="list-style-type: none"> • Meet leaders who start, grow and reinvent organizations • Seek feedback to overcome blind spots, denial, rationalization • Conduct 360 to identify strengths and areas to improve • Mentor and seek mentors | <p>Individually or with team, reflect:</p> <ul style="list-style-type: none"> • What good did we do? • What good did we fail to do? • What harm did we cause? <p>Leadership development is accelerated by experiences such as:</p> <ul style="list-style-type: none"> • Community service • Turn-around opportunity • Start up opportunity • Global assignment or travel | <p>Observing: Customer “pain points” & “competing alternatives”</p> <p>Questioning: VOC Examine antithesis of our views and embrace constraints</p> <p>Experimenting: Fail Fast</p> <p>Social Capital meet people with different ideas, backgrounds, and points of view to expand our insights</p> |

RSK, LLC Partners



Alan Kolp

Alan is holder of the Moll Chair in Faith & Life and Professor of Religion at Baldwin-Wallace College. He earned degrees from

Guilford College, Harvard Divinity School and a Ph.D. from Harvard University. Alan is co-author with Peter Rea of the 2006 book, *Integrity is a Growth Market: Character-Based Leadership*. In addition, he has numerous publications in contemporary spirituality, including two popular books, *Fresh Winds of the Spirit* and *Canopy of Light & Love*. Before coming to Baldwin-Wallace College in 2000, Alan taught at Earlham College and Earlham School of Religion in Richmond, IN. For six years he was Dean of Earlham School of Religion.

He spent a year in Germany on a Fulbright and has taught in England. In 2007 he was a visiting scholar at the Graduate Theological Union, University of California at Berkeley and at Kellogg College, Oxford University. He is in demand as a speaker, retreat leader and, along with Peter Rea, a consultant for businesses, non-profit organizations and a variety of faith communities.

During 2007 Alan and Peter lead seminars in China, Lithuania, Brazil, England, as well as in the USA



Peter Rea

Peter Rea is the Burton D. Morgan Chair for Entrepreneurial Studies at Baldwin-Wallace College. He provided leadership to create, launch and operate the College's Center for Innovation & Growth Center, built on corporate partnerships that promote

economic development and provide BW students with practical experience in creating economic value driven by innovation and guided by integrity. Peter has provided leadership in creating corporate partnership programs to further strengthen the relationship between Baldwin-Wallace and the corporate community involving profit and nonprofit organizations. Peter has also provided leadership to establish international partnerships with corporations and universities in countries such as Brazil, England, Germany, Japan and China. These partnerships have resulted in exchanges such as Baldwin-Wallace offerings its MBA program in Brazil.

From 1994 until 2006, he was chairman of the Business Administration Division at Baldwin-Wallace College. His primary teaching and consulting areas include strategic planning, marketing strategy and business ethics.

He holds a Ph.D. from the University of Akron, a Masters of Arts from Bowling Green State University and a Bachelor of Science from Ohio University where he graduated summa cum laude. He has completed postdoctoral studies in international marketing and business, and marketing strategy at the University of South Carolina, Memphis University, Carnegie Mellon University and Duke University.

He co-authored *Integrity is a Growth Market* and *Leading with Integrity* with Alan Kolp. He co-authored *Strategic Planning: A Practical Guide* with Dr. Harold Kerzner.



Deb Mills-Scofield

Deb Mills-Scofield helps organizations create and implement actionable, measurable strategies and cultures fostering sustainable profit growth

through innovation. She is a Partner at Glengary LLC, an early-stage Venture Capital firm in Cleveland, Ohio. Deb has over 20 years of experience with various service, manufacturing, and high-tech companies from multinationals to early-stage throughout North America, Europe and Asia.

Starting at AT&T Bell Labs, Deb holds a patent for an integrated multimedia messaging service. She was instrumental in creating AT&T's entrée into the Internet, spearheading AT&T Internet and E-commerce offerings through a "Carve-Out Startup" within AT&T.

Deb is involved in several activities mentoring entrepreneurs and has taught in the University of Pittsburgh's Katz School of Business *Institute for Entrepreneurial Excellence* Fellows Program.

Deb is a BW -Center for Innovation and Growth Leadership Fellow, involved in many programs on leading and implementing innovation.

As part of her consulting practice, Deb asks her clients to match and donate 10% of her fee to improve lives and to mentor entrepreneurs.

Deb graduated of Brown University, completing her degree in three years, while helping create the [Cognitive Science](#) concentration at Brown, one of the first undergraduate programs of its kind in the country at that time.