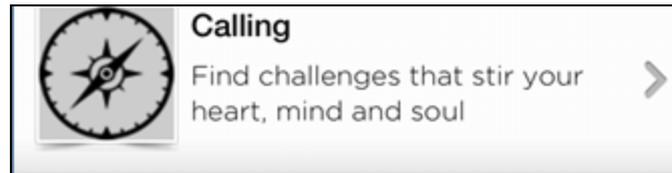


Innovation Cards



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If you have an Apple Mobile Device please access the Calling Cards through the NewHabits App

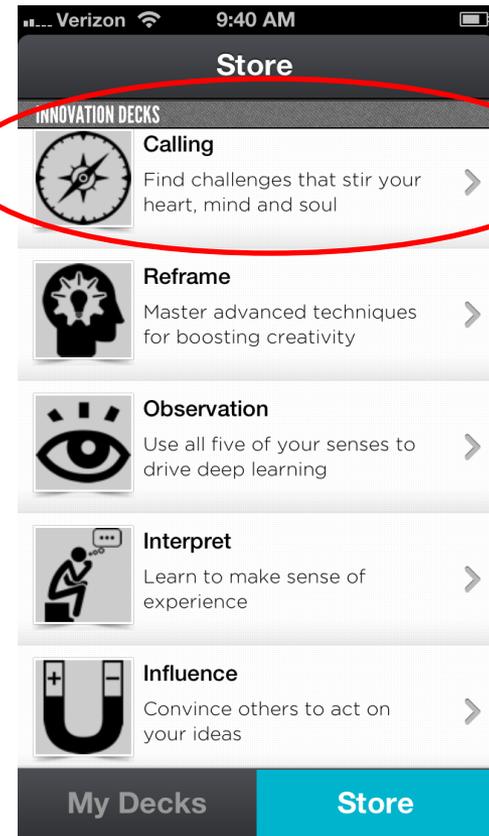
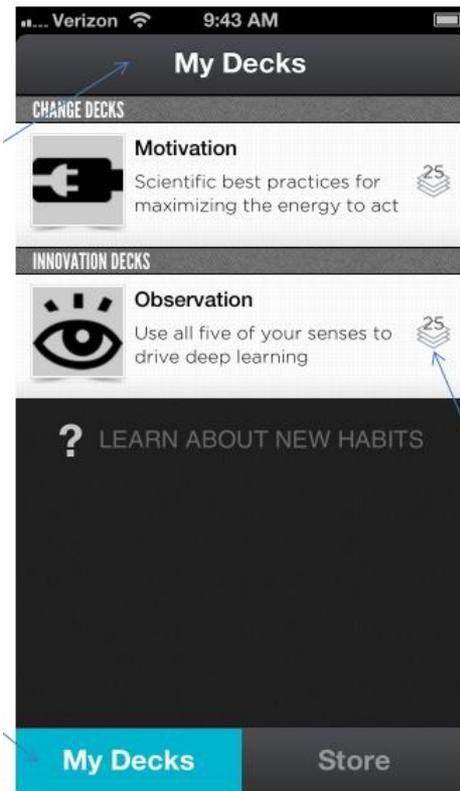
Down Load the NewHabits App

<https://itunes.apple.com/us/app/new-habits/id604403553?mt=8>

Or search on "Newhabits" in iTunes or the App Store

iPhone, iPad & iPod touch

Requirements: Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (3rd generation), iPod touch (4th generation), iPod touch (5th generation) and iPad. Requires iOS 6.0 or later. This app is optimized for iPhone 5.



Innovation Cards

- The best innovators are able to:
 - Find and be energized by an innovation calling
 - Reframe thinking to find new ways of creating value
 - Learn rapidly and deeply from experience
 - Influence others to adopt new practices.
- We have developed five decks of knowledge cards to help you master each of these competences and develop the innovator's habit.
 1. Find Your Innovation Calling
 2. Reframe Your Thinking
 3. Sharpen Your Observation Skills
 4. Sharpen Your Interpretation Skills
 5. Sharpen Your Influence Skills

Innovation cards are a new way to develop the habits of successful innovators. They can be used by individuals looking to improve their own abilities or by leaders, educators, consultants and others that seek to improve team innovation or establish a culture of creativity.

Decks 3 and 4 cover the competency of learning rapidly and deeply from experience.

Calling Cards

Find Your Innovation Calling is one of five decks of innovation cards. It teaches you to find deeply compelling problems and opportunities to work on and how to persist in the face of resistance and setbacks. Techniques include:

- Challenges that stir the heart, mind and soul
- Problem and opportunity finding
- Tap the seven sources of innovation
- Networks to test ideas and stay energized.

The deck offers 25 cards all backed by research and designed to build the habits needed cultivate your innovation calling.

Calling Card Titles

1. Connect to Fully Bake Your Idea
2. Hang Out in Creative Spaces & Places
3. Look a Step Past What You Know Best
4. Let Your Disruptive Skills Off the Chain
5. Get by the Blinders of What You Know
6. Your Body Senses Possibilities First
7. Remix Experience to Enliven the World
8. Change Meanings to Find Your Calling
9. Find Your Calling in a Question
10. Focus on What Really Bothers You
11. Understand Trends and Hard Problems
12. So It's Broken, Why Don't You Fix It?
13. Your Problems are the World's Problems
14. Be There When Current Thinking Breaks Down
15. Compassion Can Unleash Innovation
16. Create Something Really Cool
17. Let Courageousness Stir Your Soul
18. Innovate by Lifting Someone Up
19. Opportunity in Demographic Shifts
20. New Perceptions Opens New Markets
21. Black Swan as Innovation Fountainhead
22. Indulge in Your Sense of Wonder
23. Like Minds Provide Energy to Create
24. Reconnect with the Heart of Your Work
25. Will to Innovate Runs on Necessity

The deck includes 25 cards all backed by research and designed to build the habits needed cultivate your innovation calling.

Use Guidelines

- Start by picking a card that interests you
- Play a card every day or every few days
- Play it repeatedly or pick a new one
- Play cards you like until they are a habit
- Expect improvements every few days
- Jot down ideas for new cards or decks
- Share your cards

You can play NewHabit cards by yourself, with a friend or in groups. Try them at work, home or when you are out. Decks standalone or can be combined with other training and coaching materials.

Hang Out in Creative Spaces & Places

"Coffee: creative lighter fluid."

- Floyd Maxwell, thinker and essayist

THINK:

Creativity tends to happen in specific regions, companies, teams and settings. For example, Silicon Valley, 3M and the perhaps your local Starbucks are good examples.

DO:

Discover the spaces and places in your community that naturally support high levels of creativity. Spend an hour today working and talking in one.

[Mark Clare: Innovation: Calling Cards]

Connect to Fully Bake Your Idea

“Chance favors the connected mind.”

- Steve Johnson, Where Good Ideas Come From

THINK:

Idea fragments can blossom into an innovation when combined with other insights. For example, service improvements can really scale when infused with the right technology ideas.

DO:

Shop and share your half-baked ideas. In an email, call or conversation today pitch one half-baked idea to a creative individual from another field.

[Mark Clare: Innovation: Calling Cards]

Look a Step Past What You Know Best

“Stick to your knitting”

-Old saying

THINK:

People that know a product, work practice or idea the best can see what should come next. For example, smart leaders look to front-line workers for new ideas.

DO:

Take 15 minutes today to identify ways to improve a product or work practice you have mastered. Document small easy to implement enhancements that have clear impact.

[Mark Clare: Innovation: Calling Cards]

Let Your Disruptive Skills Off the Chain

"All of us have at least one disruptive skill — a capability that we are uniquely good at that sets us apart from others." - Harvard Business Review Blog

THINK:

Innovation flows from special skills or experiences. For example, Debbie Fields combined determination and cooking skills to introduce Mrs. Field's cookies to the world.

DO:

Spend some private time today daydreaming about how your unique skills can change the world. Be a bit fanciful and savor the thoughts and feelings.

[Mark Clare: Innovation: Calling Cards]

Get by the Blinders of What You Know

"Man cannot discover new oceans unless he has the courage to lose sight of the shore." - André Gide, Nobel Prize Winner

THINK:

Knowledge can get in the way of seeing new opportunities. For example, experts can have blind spots or find it difficult to learn new things.

DO:

In conversations today, practice suspending your expertise. Pretend the person speaking is trying to reveal a long-sought secret or has something important to teach you.

[Mark Clare: Innovation: Calling Cards]

Your Body Senses Possibilities First

“The reality is that our first encounter with a new possibility is likely to be a bodily sensation, not an idea.” Peter Denning, *The Innovator’s Way*

THINK:

We learn and know things with our bodies not just our minds. For example, walking speeds thinking and gesturing can help you make a complex point.

DO:

Pay attention today to your bodily sensations - tingle, rush, anxiety or any sort of non-specific gut feeling. Hold onto it and see if you can identify the new possibility behind it.

[Mark Clare: Innovation: Calling Cards]

Remix Experience to Enliven the World

"Zest is the secret of all beauty."

- Christian Dior, French designer & entrepreneur

THINK:

Innovators find ways to enrich every day experiences. For example, the iPod lets you mix voice and music into other experiences such as exercise and traveling.

DO:

Pick a daily activity and imagine practical ways to enliven it. Get specific about adding color, sound or text and changing shapes and sizes.

[Mark Clare: Innovation: Calling Cards]

Change Meanings to Find Your Calling

“The second finding is that people do not buy products but meanings.” Roberto Verganti, Design Driven Innovation

THINK:

Innovation can be more about meaning than things. For example, Sony’s Wii changed the meaning of playing a video game into a full-body and social experience.

DO:

Pick an everyday object or event such as a lamp, bike, movie or mowing the lawn. Document several ways you can radically remake its meaning in a practical yet compelling way.

[Mark Clare: Innovation: Calling Cards]

Find Your Calling in a Question

It's the question that drives us..."
The Matrix, 1999 science fiction action film

THINK:

Innovations flow from questions that we are compelled to answer. For example, Edwin Land a founder of Polaroid was asked by his daughter- Why can't I see my pictures right now?

DO:

Make notes today on the interesting questions you hear that go unanswered. Pick the most compelling and outline how you would approach it if you had time and resources.

[Mark Clare: Innovation: Calling Cards]

Focus on What Really Bothers You

“Innovators can sense disharmonies, articulate them, and take action to resolve them.” Peter Denning, *The Innovator’s Way*

THINK:

Innovators work on things that go unnoticed by other but unsettle them. For example, Berners-Lee’s later work on the internet was fueled by his worry about its direction.

DO:

Make a list of things that really bother you that others are not working on effectively. Focus on one today and document or take a specific action to remedy it.

[Mark Clare: Innovation: Calling Cards]

Understand Trends and Hard Problems

“Critical to innovating “what’s next” is a company’s ability to see beyond current markets and technologies.” - Inventionmachine.com

THINK:

Innovations flow from new capabilities applied to long-standing problems. For example, web-based crowdsourcing offers a new approach to hard resource allocation problems.

DO:

Take at least 30 minutes each day to study the news, journals and sites with trend information in your field. Document ideas about emerging capabilities and how they might be applied.

[Mark Clare: Innovation: Calling Cards]

So It's Broken, Why Don't You Fix It?

"How wonderful it is that nobody need wait a single moment before starting to improve the world." Anne Frank's World War II diary

THINK:

The world is filled with workarounds, leaks, waste and things that don't work right. For example, the trash collectors in your neighborhood may always leave a little debris by the curb.

DO:

Take note of the processes you see at work or in the community today that are broken. Focus on one and document what fails and how it can be fixed.

[Mark Clare: Innovation: Calling Cards]

Your Problems are the World's Problems

"Recent research shows that consumers collectively generate massive amounts of product innovation." Eric von Hippel, MIT professor

THINK:

Important innovations can start when ordinary people solve everyday problems. For example, Weight Watchers began as weekly discussion between friends on how to lose weight.

DO:

Look around your home, yard, car and community and make a list of everyday problems you have solved or want to solve. Work with friends to develop and share solutions.

[Mark Clare: Innovation: Calling Cards]

When Current Thinking Breaks Down

“Paradigm shift – a radical change in underlying beliefs or theory.”
Dictionary.com, T. Kuhn, philosopher of science

THINK:

All good ideas eventually run out of gas. For example, we use to think the world was flat, people could not fly and the world needed only five computers.

DO:

Identify a dominate idea or theory that is being challenged in your area. Spend a few minutes today making notes on the radical or unpopular theories that are springing up to replace it.

[Mark Clare: Innovation: Calling Cards]

Compassion Can Unleash Innovation

"Since 1982, drunk driving fatalities on our nation's roadways have decreased 52%." centurycouncil.org

THINK:

Tragic events can release energy for innovation. For example, Mothers Against Drunk Drivers was ignited by a tragic death and is fueled by small army of compassionate volunteers.

DO:

Many issues including injustice, hunger, products with deadly defects and poor education cry out for innovation. Today find a small way to creatively express your compassion.

[Mark Clare: Innovation: Calling Cards]

Create Something Really Cool

"It's really kind of cool to have solar panels on your roof."
Bill Gates, co-founder of Microsoft

THINK:

We say "cool" when something boldly reflects the way we think things should be. For example, the rebellious James Dean is cool for some while the caring Oprah Winfrey is cool for others.

DO:

Take a few minutes today to identify a really cool saying, product, service, person or company. Make notes on what makes it cool and how you can spread that around.

[Mark Clare: Innovation: Calling Cards]

Let Courageousness Stir Your Soul

"Success is not final, failure isn't fatal, it is the courage to continue that counts." Winston Churchill, UK Prime Minister during WW II

THINK:

Courageous acts stir something deep inside us. For example, people that risk their lives to save others, daring business moves or the elderly and chronically ill facing each day.

DO:

Take a few minutes today to read about or watch a courageous act in your world. Afterwards make notes and describe what jarred you the most and why.

[Mark Clare: Innovation: Calling Cards]

Innovate by Lifting Someone Up

"One of the secrets of a happy life is continuous small treats."
Iris Murdoch, writer and philosopher

THINK:

Innovators find new ways for positive emotions to travel. For example, YouTube and the pay it forward movement promote the expression and sharing of emotions.

DO:

Take a few minutes today to find a new and authentic way to give someone a positive emotional lift. Try small doses that spread broadly or radically unique expressions.

[Mark Clare: Innovation: Calling Cards]

Opportunity in Demographic Shifts

"Demographics however, are often unequally powerful source of ... innovation" Peter Drucker, business scholar & consultant

THINK:

Trends in population statistics (location, income, age, mobility, gender, etc.) generate needs. For example, the longer-lived greying populations demand aging in place solutions.

DO:

Spend a few minutes today Googling a demographic trend that fascinates you. Document the new facts you find and the opportunities and problems they present.

[Mark Clare: Innovation: Calling Cards]

New Perceptions Opens New Markets

"A change in perception does not alter the facts. It changes their meaning, though and very quickly." Peter Drucker, business scholar

THINK:

Understanding the obsessive moods of a group defines problems and opportunities. For example, a fearful mood generates the need for security solutions.

DO:

Spend a few minutes today Googling an emerging and intense public perception. Document evidence for its staying power and what opportunities and problems it presents.

[Mark Clare: Innovation: Calling Cards]

Black Swan as Innovation Fountainhead

“The inability to predict outliers implies the inability to predict the course of history.” Nassim Nicholas Taleb, *The Black Swan*

THINK:

Unexpected events are sources of innovation. For example so-called black swans are unpredictable high-impact events we try and rationalize (e.g. the rise of Google).

DO:

Spend a few minutes today researching a recent disruptive event that took the experts by surprise. Document the compelling opportunities and problems it presents.

[Mark Clare: Innovation: Calling Cards]

Indulge in Your Sense of Wonder

"From wonder to wonder existence opens."

- Lao Tzu, founder of Taoism

THINK:

A beautiful landscape, the ultimate questions or a race car can stimulate a deep sense of wonder. Wonder opens the mind to the possibilities of innovation.

DO:

Make a short list of those things that create awe and wonder in you. Take a few minutes at the end of the day to gaze, reflect or otherwise experience a sense of wonder.

[Mark Clare: Innovation: Calling Cards]

Like Minds Provide Energy to Create

“Many artists, writers, and other creative people do their best work when collaborating within a circle of likeminded friends.” M. Farrell

THINK:

Innovators gain strength, courage and insights from their circle. For example, rebel thinkers such as Freud and Susan B. Anthony were supported by likeminded colleagues.

DO:

Draw energy from your innovation circle today. Take a few minutes to share a promising but half-baked idea or an interesting bit of news with someone within your circle.

[Mark Clare: Innovation: Calling Cards]

Reconnect with the Heart of Your Work

“Lucky things happen to entrepreneurs who start fundamentally innovative, morally compelling, and philosophically positive companies.” Bo Peabody, venture capitalist

THINK:

Innovator’s motivations go beyond money or power. For example, many want to make a mark, improve a vital practice, help others in need or address a global problem.

DO:

Take a little time each day to draw energy from the purpose of your work. Remind yourself what makes your innovation effort morally compelling and philosophically positive.

[Mark Clare: Innovation: Calling Cards]

Will to Innovate Runs on Necessity

“Necessity is the mother of invention.”

- Plato, first order Greek philosopher

THINK:

Innovators don't work from an armchair they forgo other options and take risks. For example, quitting a job or getting a second mortgage provides a powerful motive to act.

DO:

Remind yourself how much real skin you have in the game. Itemize the time, effort, money and risk you have put into your innovation.

[Mark Clare: Innovation: Calling Cards]

End of Calling Cards Deck

Please send comments, questions and requests for other innovation decks to mark.k.clare@gmail.com