

EMPOWER

INSPIRING INDIVIDUALS, ACCELERATING EXCELLENCE

An innovative 'grassroots' approach to nourish the culture of innovation



Shell

GameChanger



RATIONALE

Leaders across diverse industries understand the need and urgency for innovation to gain or sustain their organization's competitive advantage. Our own CEO Peter Voser has delivered a call for action for Shell to be the most innovative energy company, explaining through various interactions, both internal and external, that we must build the capacity to innovate in order to meet the upcoming energy challenges. A few Shell employees have taken this call to heart and have developed EMPOWER – a unique capacity building program that aims to cultivate an individual & organizational mindset that promotes creativity and innovative thinking through greater self-awareness, emotional and social intelligence.

Innovative thinking will require staff to have, amongst other skills, the courage to envision and take risks, a willingness to step out of the 'box', empathetic listening that suspends judgments about our own and/or others' ideas, an intuitive ability to incubate certain ideas and finally the skill to manage the anxiety and insecurity of the "unknown". Those, in management roles, who act as catalysts for innovation will also need to build their mental and social skills to 'walk the talk' and demonstrate behaviors that empower, inspire, coach, and manage uncertainty during the idea incubation phase.

As Sergio Kapusta, Chief Scientist says "Merely providing tools and systems, rules, guidelines, budgets, etc is necessary but not sufficient; at the core, both innovation and safety depend on individuals doing what they can do best". In achieving the organizational vision to become the most innovative energy company, we will need to take personal ownership of innovation that will require us to build the above skills and proactively access and build trusted networks outside current organizational boundaries.

EMPOWER - Inspiring Individuals, Accelerating Excellence

EMPOWER is a unique experiment sponsored by Shell GameChanger to develop the individual/organizational mindset that promotes creativity and innovative thinking through greater self-awareness, emotional and social intelligence. EMPOWER will consist of three modules that will provide a development framework for participants to achieve:

- Personal Empowerment and Dynamism
- Enhancing Connectedness and Teamwork
- Visioning and Modeling Change

The *Personal Empowerment and Dynamism* module will look at personal blockers to innovative thinking and empower participants with profound mindfulness tools to overcome those blockers and develop an open, clear and positive state of mind that is essential for creativity and innovation. Developing this mindset is crucial because it is the 'frame of mind' we hold that determines whether or not we are going to be innovative.

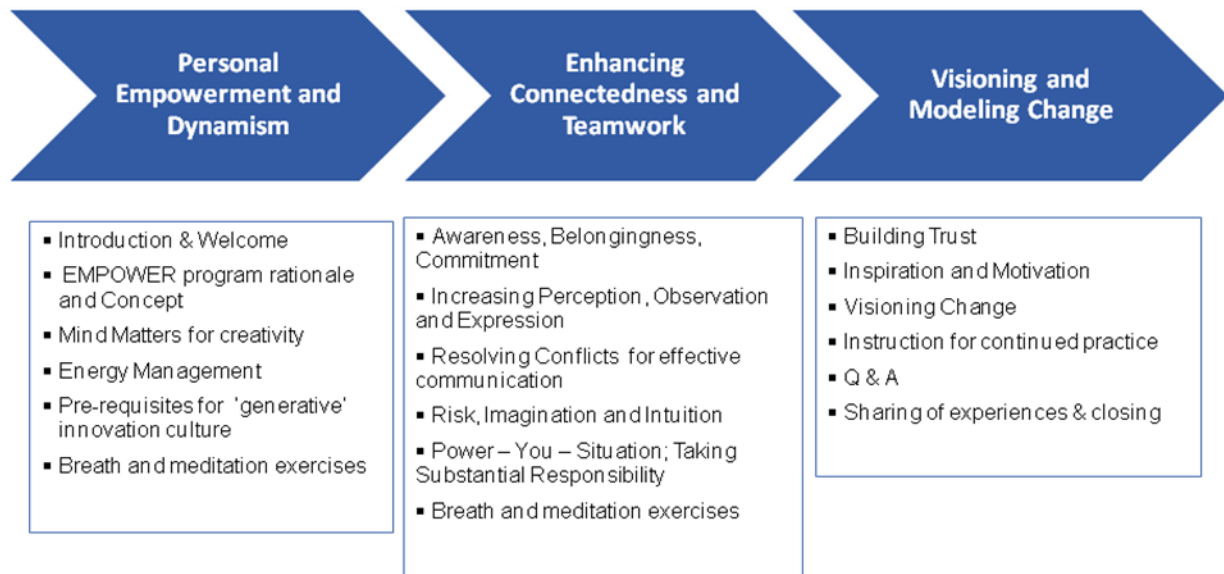
The *Enhancing Connectedness and Teamwork* module will provide participants with tools to enhance collaborative thinking and enable higher emotional and social intelligence that is essential to influence and build authentic networks, galvanize teams and deliver results.

The *Visioning and Modeling Change* module will focus on how each one of us can play a role in nourishing the organizational innovation culture. It will also enable participants to take tangible steps towards broadening and realizing one's vision whilst providing inspiration and commitment to model the change.

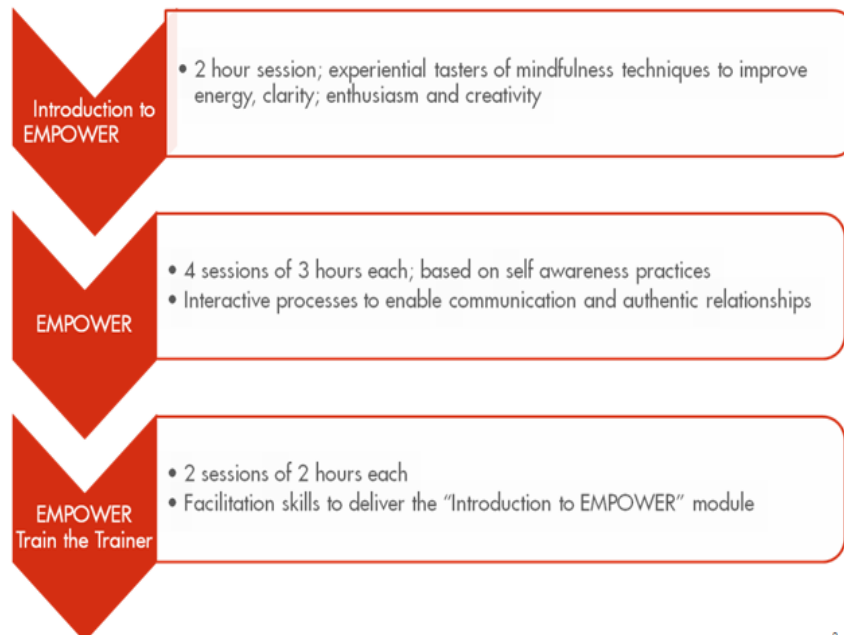
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PROGRAM OUTLINE



The EMPOWER program will be executed in three steps as below:



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The **EMPOWER** program utilizes the human development methodologies provided by The International Association for Human Values (IAHV). IAHV is a non-profit, 501c(3), educational and humanitarian non-governmental organization (NGO) and is affiliated in special consultative status with the Economic and Social Council at the United Nations with a mission to develop and promote human values in society. For more info: www.iahv.org

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NOTES

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