

# Turning Brainstorming into Innovation

Innovation is critical. But it is hard to find and even harder to use.  
How do you get the best results out of your innovation effort?

**Innovia**  
T E C H N O L O G Y

[www.innoviatech.com](http://www.innoviatech.com)

# PLAN / AGENDA



- Who am I and why am I here?
- Why innovate?
  - Examples of innovation done right.
- How could it possibly go wrong?
  - Things that can get in the way.
- How to get it right.
- Questions.

# GREG DICKENS - INNOVIA TECH



## INNOVATION CONSULTANT

- My job is to invent new technology, new products or new services for big companies. I use many innovation tools but prefer biomimicry, brainstorming, research projects, reverse engineering etc.



...and many others.



## TINKERER

- I also like to build things in my spare time: computer code, bikes, home inventions and, this one time, a hovercraft. Everything can be improved.

# GREG DICKENS - MRCVS



## VETERINARY SURGEON

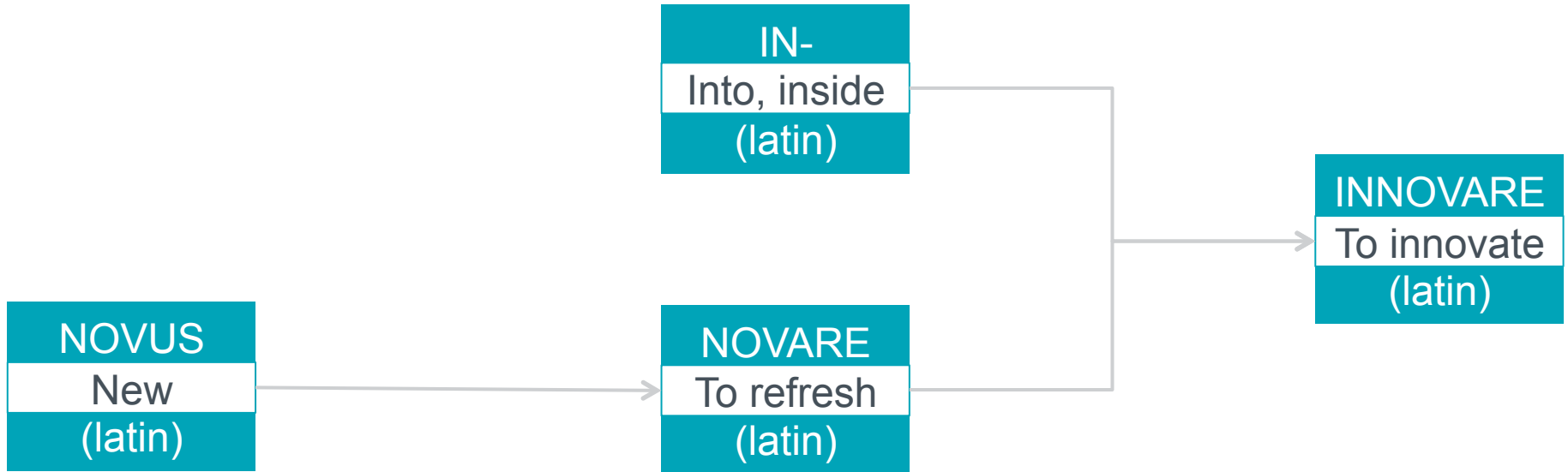
- Graduated 2010. Specialist in exotics. Small animal practice + half a year as head vet at a primate conservation institute. Really interested in cost/effectiveness and life-time healthcare. And surgery, because, come on, it's surgery.



## BIOMEDICAL ENGINEER

- My research was into creating new protein-based materials and new ways to deliver drugs to cancers without poisoning the patient. Now in clinical testing.

# WHAT IS INNOVATION?



## innovation

/ɪnə'veɪʃ(ə)n/

*noun*

- the action or process of innovating.

“That innovation was crucial!”

Synonyms: upheaval, transformation, metamorphosis, revolution, change

# WHY INNOVATE?



## TO MAKE THINGS BETTER

- Coming up with better ways to:
  - keep in touch with clients,
  - ensure drugs are given,
  - and work with difficult clients or colleagues.
- Means that you and your practice will:
  - have more happy clients,
  - have happier, healthier animals,
  - and higher profits, better pay and a better time at work.



## BECAUSE EVERYONE ELSE IS

- In any evolving system, if you stay still: you get out-competed and you die.

# WHAT TO INNOVATE IN PRACTICE?



- **DRUGS?** Wholly new - Antibodies, small molecules etc. Really difficult.
- **DEVICES?** Wholly new - Infusion pumps, crush cages, better tape etc. Difficult.
- **PROCEDURES?** Old pieces in new order. Easy and powerful.
- If something isn't perfect, you're losing margins (of profit, or happiness, or welfare).
- So invent improvements! Change the way things are done! Make new tools!
- **INVENT WHAT YOU NEED!** It's your practice!



- There are loads:

## Risk / Reward

(If you want to know about these tools, Google them)

- But it's not about which tool, it's about how it's used.
- **BRAINSTORMING** is a good example, because everyone knows the rules:
  - Post-its.
  - Shouting.
  - “There are no bad ideas”
- But it's very easy to get wrong:



# BRAINSTORMING - WRONG



May I please have some examples of how brainstorming can go wrong?

(If you've never done it, imagine getting the whole practice into a room for an hour and asking them to come up with stupid ideas)

# BRAINSTORMING - WRONG



GRUDGES

SQUELCHING

**WRONG QUESTION**

NO SCENE SETTING

SILENCE

**HIERARCHY**

SHOUTING DOWN

STERILE ENVIRONMENT

BORING

POOR FACILITATION

**LACK OF RECORDING**

INTERRUPTIONS

HURRY

DISTRACTIONS

NOT ENOUGH TIME

NO CONVERGE PHASE



- Mechanism
- Hierarchy/fear/attitude
- Recording



- Mechanism - Can be inefficient or ineffective
  - Gather the materials and gather the team
  - Set the scene - State of affairs, available tools, intended outcome
  - Ask the question
  - Record ideas, group, rank, choose, **ACT**
- Hierarchy / attitude
- Recording



- Mechanism
- Hierarchy / attitude - Good ideas silenced by bad ones
  - Expect problems
  - Explain why it needs to not happen
  - Ensure the boss is **NOT** facilitating
  - Give people jobs
- Recording



- Mechanism
- Hierarchy / attitude
- Recording - **What was that really good idea again?**
  - Post-its
  - Photograph \*everything\*
  - Facilitator to write up: **ONE** actionable page



- Implementing



## • Implementing

- Understand your capabilities
- List your tools - Ensure budget is on there. At the outset. Not haggled at end.
- **CONVERGE** - Cull or change ideas you can't do
- Assign champions
- Re-check - 1 day, 1 week, 1 month



# SUMMARY



- Change happens - You can cause it or you can have it happen to you.
  - **KNOW WHAT YOU WANT TO ACHIEVE**
  - **KNOW THE RESOURCES YOU HAVE AVAILABLE**
  - **USE YOUR INNOVATION TOOL (E.G. BRAINSTORMING)**
  - **ACT**
  - **REVIEW**



# QUESTIONS ?