



**The System Driven Innovation® scientific method for enabling  
innovation by everyone, everywhere, every day**

**Increasing innovation speed (up to 6X)**

**Decreasing risk (up to 10X success)**

**Leading Growth and Innovation In Your Community**

**Rick Rothwell**

**Jim Willms**

**Barry Bruns**

**WEDA MISSION:** To provide leadership and support to foster economic development in Wyoming.

*Providing the Foundation  
for Growth of All  
Economic Development  
Building Blocks*

 Education & Workforce Development

 Existing Business Development

 Infrastructure Development

 New Business Recruitment

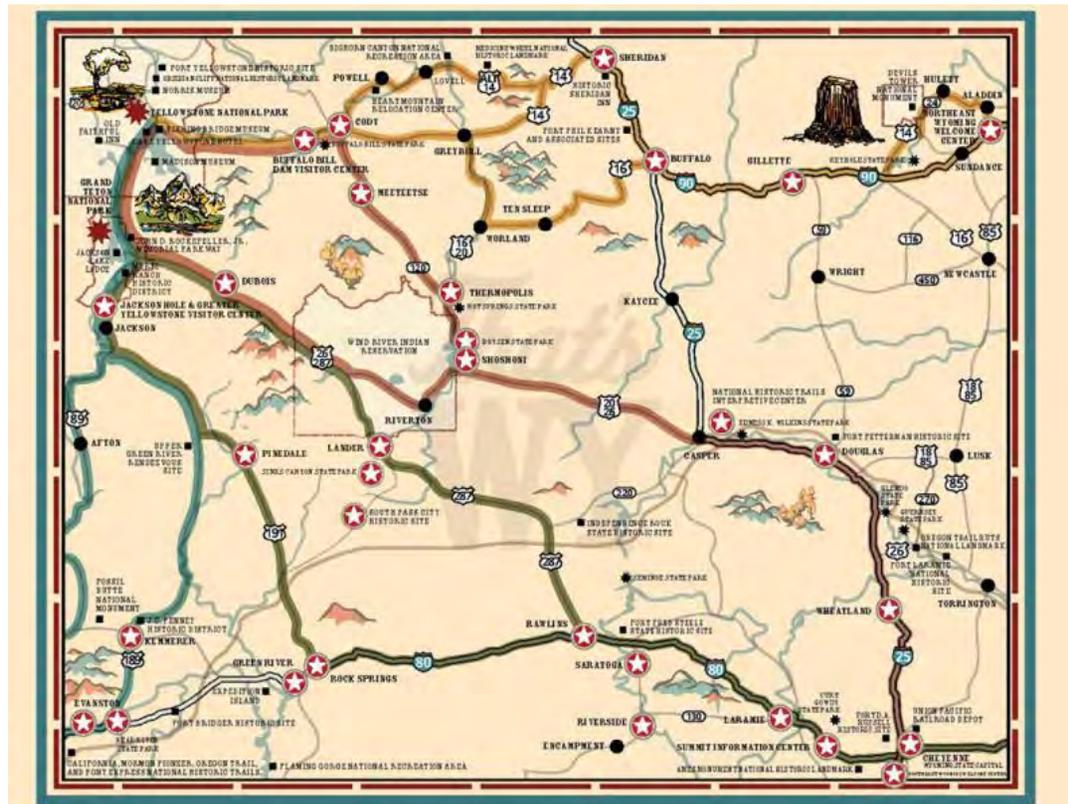
 Innovation & Entrepreneurship

 Communities & Quality of Life



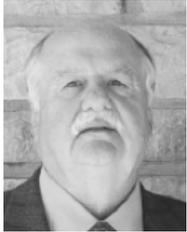
**Leadership/Civic Development & The Role of Public Policy**

# Leading Innovation in Your Community- What Can Economic Developers Do At A Grass Roots Level?



## Who We Are

### Innovation Engineering Black Belts



#### **Jim Willms**

Retired CEO of Unicover Corporation in Cheyenne, a world leader in stamp collecting and coin collectibles. Over 40 years of experience in management, marketing and international business. Senior Brand Manager at Procter and Gamble, the world's largest producer and marketer of consumer goods.



#### **Rick Rothwell**

Former VP at the Eureka! Ranch, one of the leading innovation companies in America. Assisted with roll out of Innovation Engineering on a national basis. Franchise owner of retail locations with 450 store franchise system. Won National Marketer of the Year, National Franchisee of the Year, and National WOW Customer Service Program of the Year.



#### **Barry J Bruns**

Farm kid from Chappell, Nebraska. Attended USAFA, graduating in 1971. After attending graduate school, completed USAF Pilot Training in 1973, went on to fly F-4 E's, D's, and C's along with OV-10A on active duty. Managed a diversified factory in Cheyenne, Wyoming before working with a couple of consulting groups . He has shoveled manure, cleaned feed bunks, taught Air-to-Air combat and Empowering Leadership.

# Entrepreneurship

(168,000,000 results on Google)

(Wikipedia)

**Entrepreneurship** is the process of designing, launching and running a new business, which is more often than not, initially a small business, offering a product, process or service for sale or hire. The people who create these businesses are called **entrepreneurs**.

## **Innovation**

(696,000,000 results on Google)

(Wikipedia)

**Innovation** is often also viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs. This is accomplished through more-effective products, processes, services, technologies, or business models that are readily available to markets, governments and society.



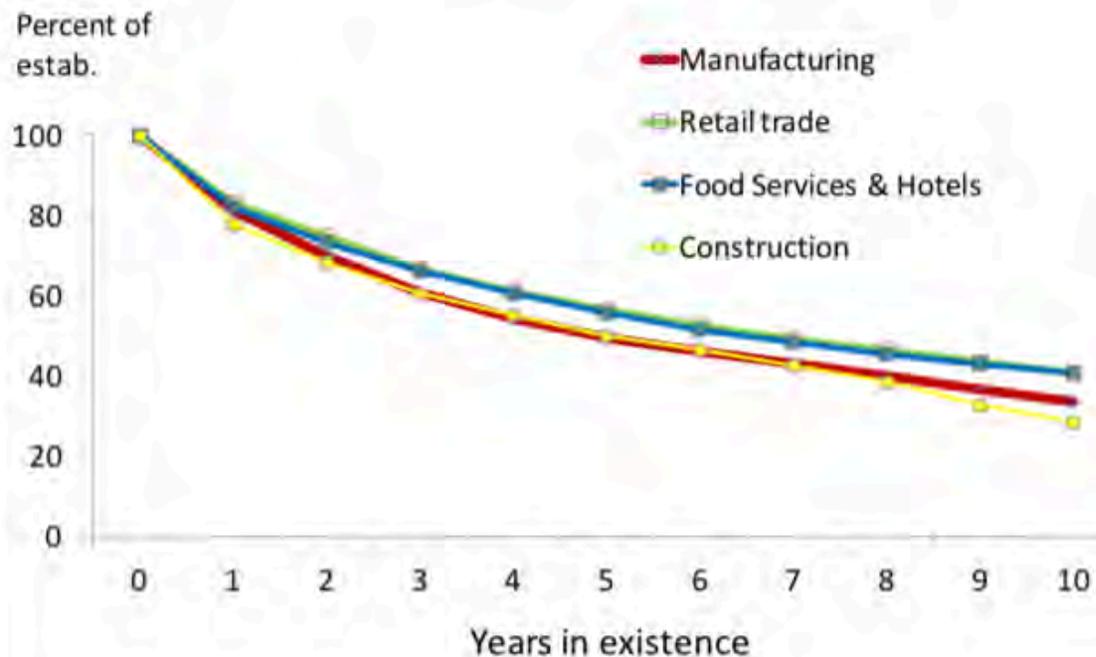
## Dr. Cathy Renault

- Consultant on innovation and entrepreneurship to rural regions and states across US including ND, VA, NY, NC, RI, and ME.
- Past Director of Innovation - State of Maine

We tend to focus on entrepreneurship, and sometimes R&D, but rarely on innovation in our public policy recommendations. And, innovation is actually the critical step. It's the link between ideas and the market. It's the key piece that allows companies, big and small, old or new, to produce something meaningful for their customers. Without innovation, there'd be no entrepreneurs! So innovation has to come first.

From a policy perspective, what can be done to support innovation? **First, we can educate. Everyone can learn to be more innovative. It's a process. There's a system.** Second, we can incentivize companies to do innovation. One effective tool is R&D tax credits, but likely they need to be redefined to include all innovation activities, not the old style R&D alone. Other tools include grants and loans to support innovation learning and implementation, grants and technical assistance for patenting, and for market research.

**Chart 2: Cumulative Industry Survival Rates for Establishments Started in 2000**



Source: Bureau of Labor Statistics, Business Employment Dynamics.

**Survival rates improve for a given business as it ages.**

**About two-thirds of businesses with employees survive at least 2 years and about half survive at least 5 years**

**We need to help Wyoming Business do better!**



## **Welcome to the Movement**

**30,000+ Educated  
50+ Partners • 20 Universities**

**Quantitative Data on  
20,000+ Innovations  
\$15 Billion in Real World Projects  
*“New Field of Academic Study”***

# Pedigree



Systems Approach Set  
P&G Innovation Record  
**9 to MARKET in 12 Months**

Finance Dept. Audit for Similar Project  
Invention Team **16% of the time**  
Invention Team **18% of the cost**  
Invention Team **10% of staffing**



**Established 1986**

**System Thinking & Measurement Transforms  
Innovation from a Random Gamble to a Reliable  
System**



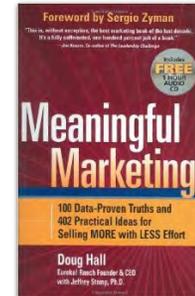
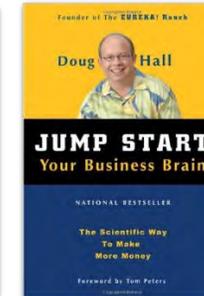
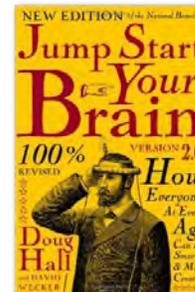
Johnson & Johnson



P&G



**NIST**  
National Institute of  
Standards and Technology  
U.S. Department of Commerce





# Body of Knowledge

## 6 College Courses



### CREATE

1. Meaningful Uniqueness
2. Stimulus & Diversity
3. Exploring Stimulus
4. Create Sessions 1.0
5. Unrelated Stimulus
6. Patent Mining
7. Insight Mining
8. Market Mining
9. Advanced Create Methods
10. Future Mining
11. Wisdom Mining
12. Professional Grade Create



### COMMUNICATE

13. Strategy Activation
14. Concept Writing - Yellow Cards
15. Concept Improvement
16. Meaningful Marketing Messages
17. Estimating Concept Values
18. Concept Feedback Systems
19. Advanced Benefit & Proof
20. Advanced Concept Improvement
21. Sales Forecasting
22. Technology Translation
23. Real World Communications
24. Proactive Selling Pitches



### COMMERCIALIZE

25. Plan, Do, Study, Act
26. PDSA Best Practices
27. PDSA Concept Prototypes
28. PDSA Functional Prototypes
29. PDSA Rapid Research
30. PDSA Reducing Variation in Forecasts
31. Confront Reality - Cost & Price Estimating
32. Business Models
33. Proprietary Protection
34. Organizing for Success
35. Business Opportunity Recommendation
36. Innovation Decisions



### SYSTEM DRIVEN LEADERSHIP

37. Appreciation for a System
38. Knowledge About Variation
39. Theory of Knowledge
40. Psychology
41. Alignment - Strategy to Ideas Subsystem
42. Alignment - Across Departments Subsystem
43. Rapid Research - Implementation Subsystem
44. Rapid Research - Forensic Mining Subsystem
45. Collaboration Subsystem
46. Proprietary Protection Subsystem
47. Culture Change Through Learning
48. Personal Leadership



**Experience**  
Define/Discover

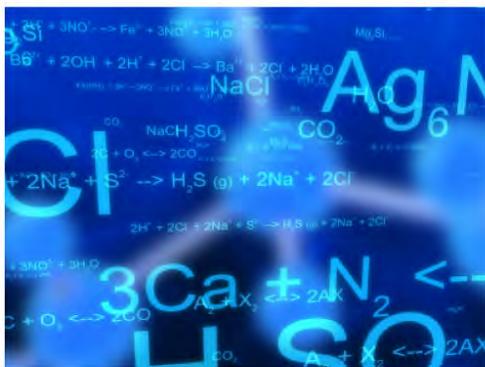


**Experience**  
Develop

Minor or Graduate Level Certificate



## Why the Name?



### Chemistry

*“The science of substances”*



### Chemical Engineering

*Practical APPLICATION*

WHAT is an Innovation ?



**Meaningfully Unique**

# A Product or Service is Meaningfully Unique when...

Customers are willing to pay more money for it.

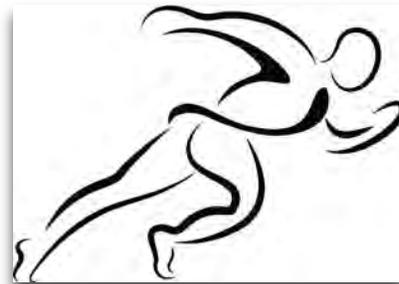


## A **SYSTEM** Innovation is Meaningfully Unique when...

Your Co-workers & Organization are willing to Invest **T**ime, **E**nergy **A**nd **M**oney to implement



Time



Energy

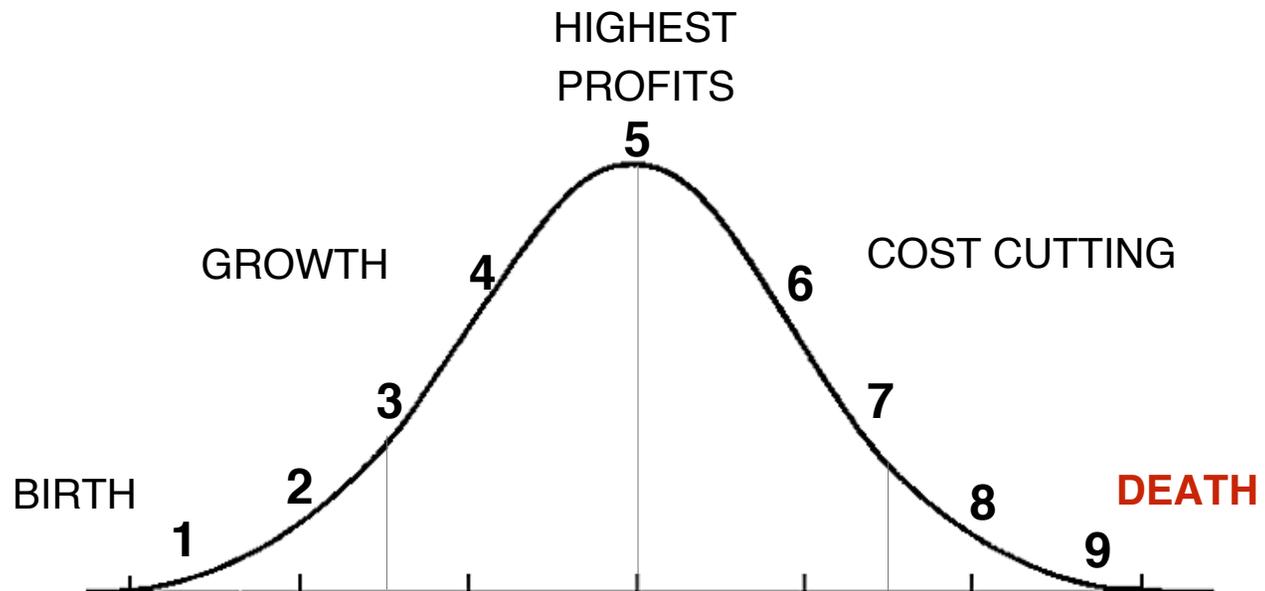


Money

WHY Innovate ?



# Why Innovation



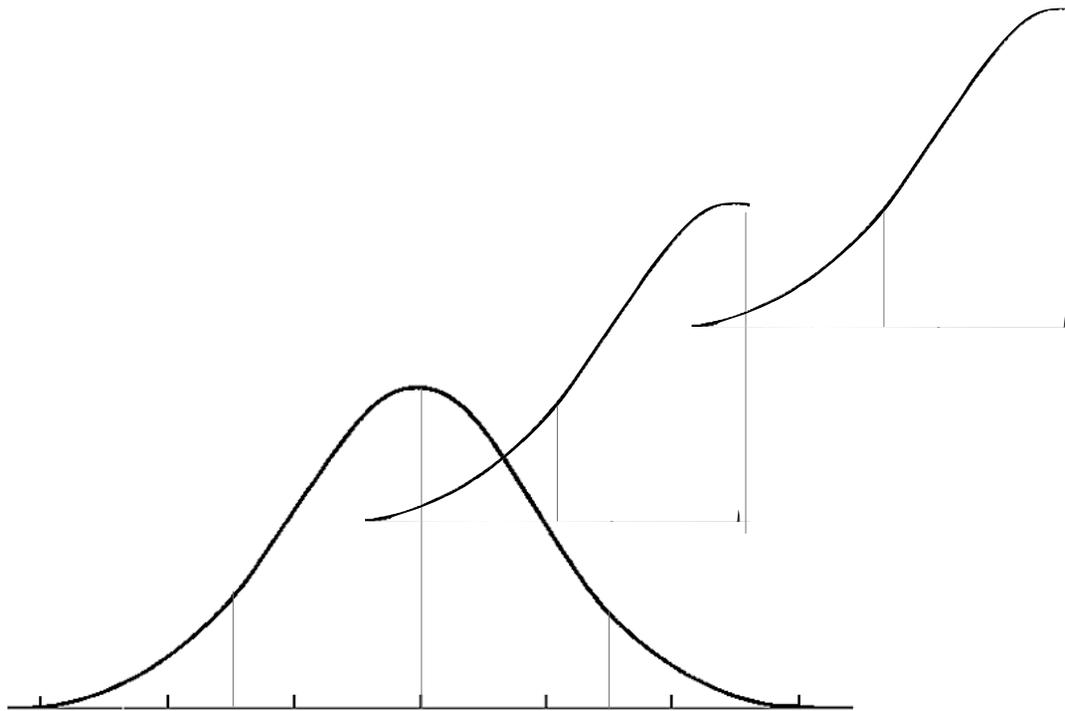
# Why Innovate?

Because  
you don't want  
your organization  
to die.

**75% of S&P 500  
Gone in 16 Years**



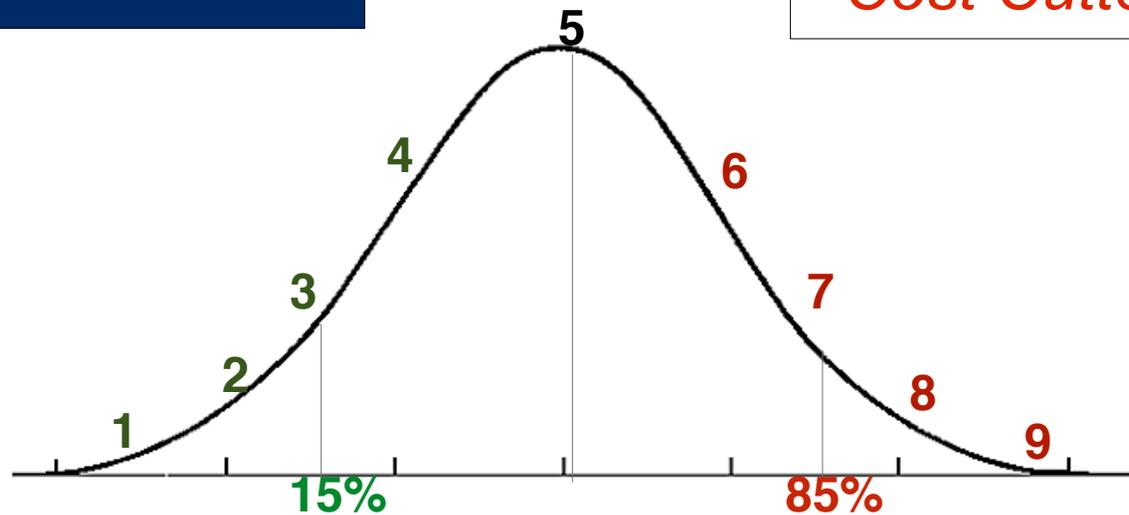
## Innovation ignites Ongoing Growth Curves



# CEO Survey

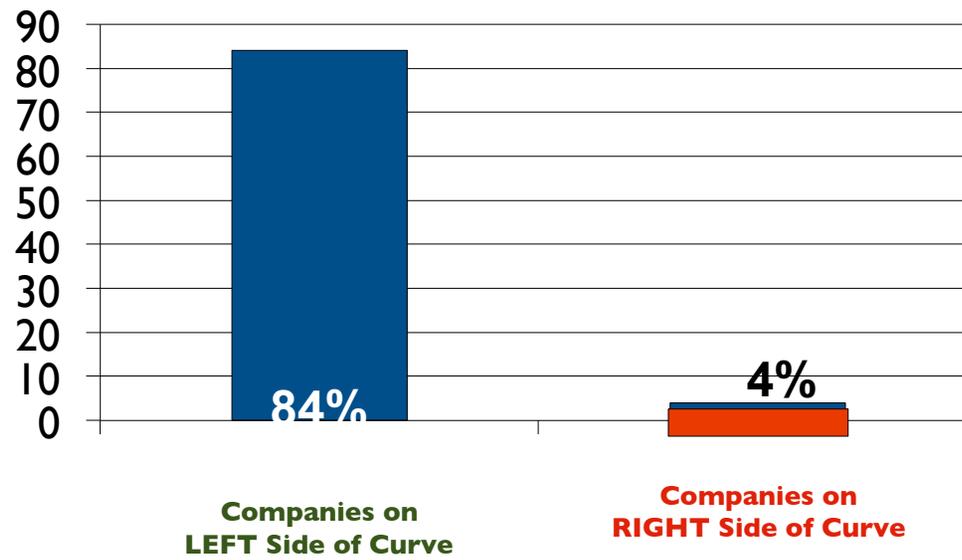
**Left Side**  
*“Proactive  
Innovators”*

**Right Side**  
*“Reactive  
Cost Cutters”*



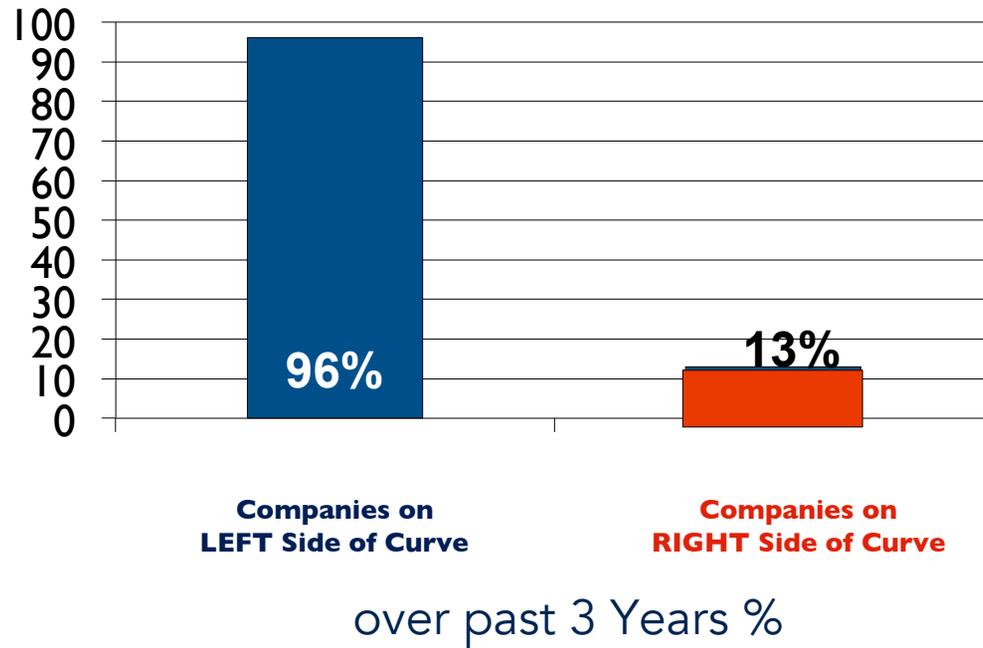
n=7700+

# SALES Growth

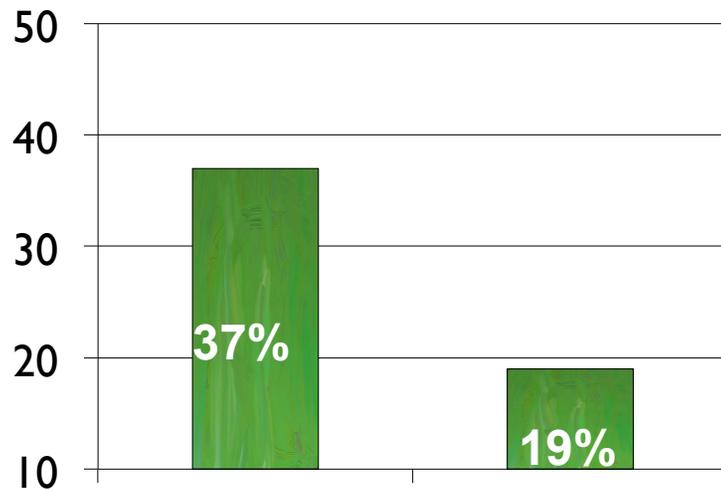


over past 3 Years %

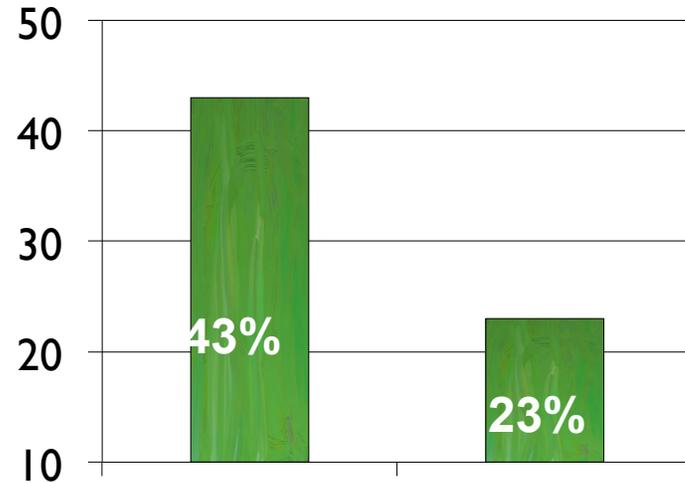
# PROFIT MARGIN Growth



**PROACTIVE companies ADAPT QUICKLY  
to changes in the Global Economy**

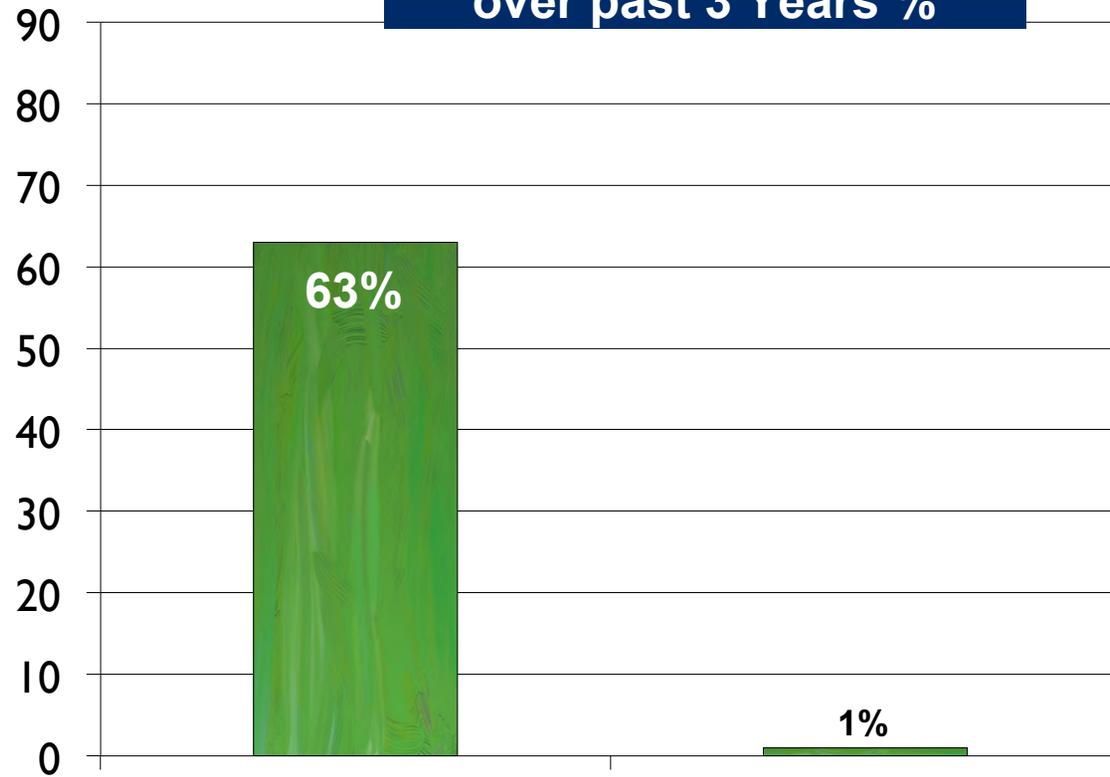


**% of Company Sales in  
New Products/Services**  
that they didn't have 3 years ago



**% of Sales to  
New Customers**  
Domestic & Export  
that they didn't have 3 years ago

# EMPLOYEE Growth over past 3 Years %



over past 3 Years %

# The Facts...

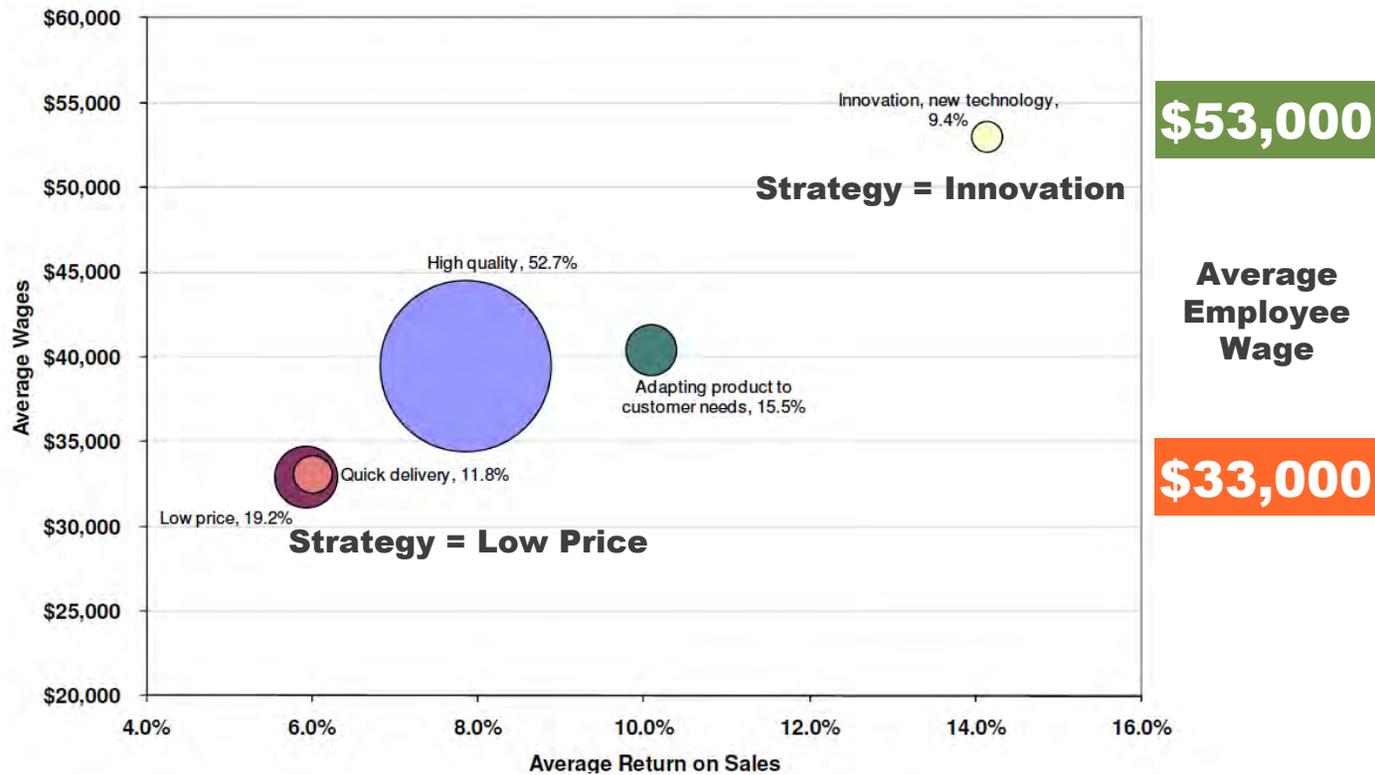
Profit  
Margin  
%



n=738  
Georgia Tech

# INNOVATION Means EMPLOYEES Make More Money \$

Innovation Driven Companies create better PAYING JOBS



# Two Types of Innovations



## VIO

**Very Important Opportunities**

EXTERNAL - Grow Sales / Profits



## VIS

**Very Important Systems**

INTERNAL - How we Work



# Dr. W. Edwards Deming

The Man Who Commercialized Systems Thinking



# Systems Approach

"94% of failures are due to the **SYSTEM**  
6% are due to the **worker**"

**The ultimate “guru” feels “idea start up” is easy**  
*It's the Development System that is the MAGIC*



# Your Ideas are Valuable

The Yellow Card is How we Capture Them Now and In the Future

**Yellow Card™**  
For Product, Service, or Process Innovation Projects  
Start from the front or back side of card. Fill in all that you can.

**Innovation Name:** \_\_\_\_\_  
Product, Service or Process Innovation NAME that is suggestive of the benefit.

**NEWS HEADLINE:** In a sentence - what makes your innovation MEANINGFULLY UNIQUE.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CUSTOMER:** WHO specifically is the customer for this innovation?  
\_\_\_\_\_  
\_\_\_\_\_

**Customer PROBLEM:** WHAT customer problem or wish does the innovation address?  
\_\_\_\_\_  
\_\_\_\_\_

**Benefit PROMISE:** Make a SPECIFIC or numeric promise to solve the customer problem.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WHAT the Innovation is and WHY it can promise what others can't is on the BACK of CARD...

=



# Tool to Capture Ideas: Yellow Card Tour

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Start from the front or back side of card. Fill in all that you can.



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\_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WHAT the Innovation is and WHY it can promise what others can't is on the BACK of CARD...

Product/Service Name suggestive of Benefit.  
*"In a Blink Eye Glasses"*

If you are only going to fill in ONE THING, fill in the Headline. It's the essence of the NEW and the WOW of the innovation. *"The first... The only..."*

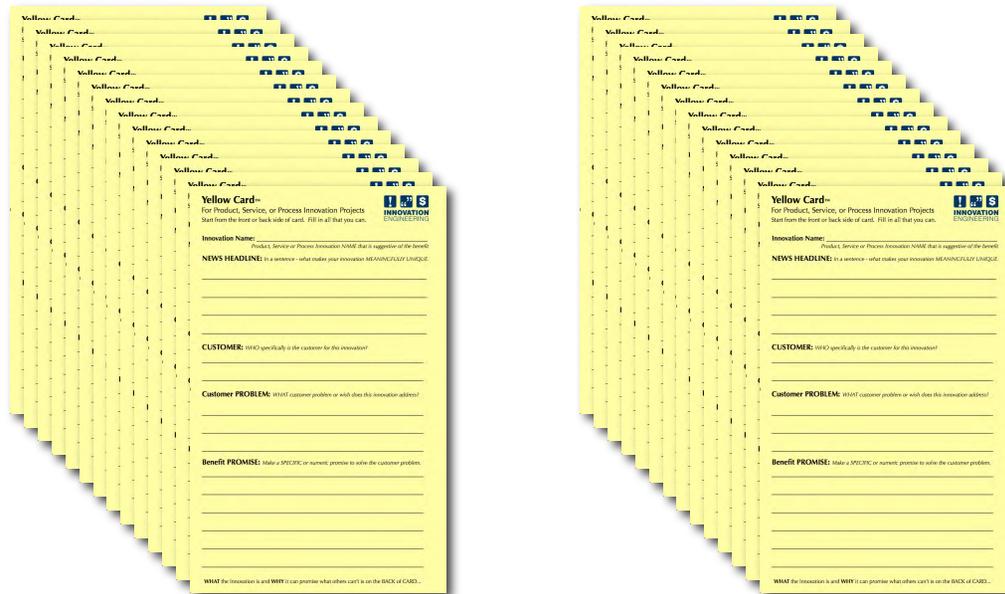
EXACTLY- who is the customer?

WHO has WHAT Problem? Be specific. STOP. Think. Is it a REAL PROBLEM that will motivate change?

Why should the customer care? You can't be too specific. Be numeric. *"Improves your kids reading ability by a full letter grade in just 1 week."*



# Quantity Breeds Quality



If in doubt - write more

The background of the slide is a vibrant blue with a bokeh effect of light circles. A central spark, resembling a firework or a welding spark, is the focal point, with bright white and yellow light radiating from a dark, textured stem that splits into two diagonal lines. The overall mood is energetic and innovative.

# **Spark Deck**

**WEDA Feb 12, 2018**

**Innovation/Entrepreneurial Needs**

# SPARK DECK:

**We are NOT selling these ideas.**

We show MANY  
to find one or two that can help us grow.



# Stimulus Processing

WEDA-Innovation/Entrepreneurial Needs

IDEA ENGINEERING 

**1. INDIVIDUAL**

**Spark Deck Elements**

*As you see the Spark Deck - jot down any ideas that come to you...*

1. ENDOW- Entrepreneurial Development
2. ENDOW-Education & Workforce Training
3. UW- Innovation & Entrepreneurship
4. Why Risk Takers are Winners
5. Five Keys to Leading Innovation
6.Speed to Market: An Entrepreneur's View
7. What is Missing in Leadership Development?
8. The U.S. drops out of the Top 10 in Innovation Ranking
9. How Can We Add Value to Outdoor Recreation?
10. To Increase Innovation, Reduce Fear
11.Ten top skills of the best Transformation Leaders
12. First, human capital development is a key driver of rural innovation
13 .A better way to train small business owners: using psychology to teach personal initiative

**2. PAIR**

**Create Ideas**

*Randomly Pick a piece of stimulus and turn into an idea*

2.

**3. TEAM**

**Refine & Revise**

*Ask your team for ideas and advice regarding your idea. Keep ideas you like and ignore those you don't agree with.*

**4. INDIVIDUAL**

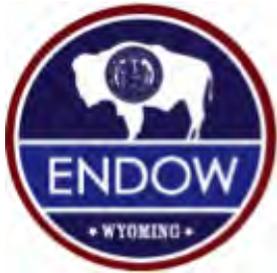
**Write Best Ideas on Yellow Cards**



**Individual- 2 Min  
Teams- 10 Min-(2 Min/each)  
Individual-Cards-3 Min**

**At Least 1 Yellow Card per person**

## Preliminary Findings and Recommendations



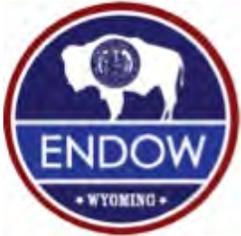
### Focus on Entrepreneurial Development

- Startup Wyoming - Building Wyoming's Entrepreneurial Ecosystem
- Establish a Wyoming Research and Innovation Fund



### How do we build an entrepreneurial ecosystem in our communities?

- Favor incumbents less?
- Listen to entrepreneurs?
- Think big, start small, move fast?
- How will we train the entrepreneurs?
- Focus more on Innovation than Entrepreneurship?



## Preliminary Findings and Recommendations

### Focus on Education and Workforce Training

- Provide Equitable Opportunities for Students to Learn Computer Science
- Improve Higher Education Attainment and Retention of Graduates
- Allocate Resources for Workforce Training



### What are innovative steps we can take in our communities to create a workforce for the future?

- Determine needs for existing businesses?
- Determine the needs of new businesses we want to develop?
- Determine to best way to deliver the training in our communities?
- Create a Workforce Investment Board to manage community wide funds?
- Establish a team of stakeholders including DWS, Community College, UW, BRN, ED, and businesses to map and direct workforce training long term?

## *Institute of Innovation and Entrepreneurship at UW*

**Purpose:** Fulfills responsibility to purposefully be an engine of economic growth and diversification

- University-wide, governed by Board of Deans and VPR&ED, with professor of practice as COO
- Draws on teaching, research and service strengths of all colleges through the Faculty of IIE
- Integrates/embeds innovation with entrepreneurship across the university
- Experiential learning emphasis (learning by doing) through degrees and informal programs
- Provides support along pathway from idea to commercialization, for UW and community
- Engineering & Business co-academic leaders

How can our communities and businesses support and benefit from the new Institute of Innovation and Entrepreneurship (IIE) at UW?

- Can ED's be more proactive in finding meaningful internships for students of the IIE in their communities?
- How can our Community Colleges interface with the IIE?
- How can our communities and their schools help identify potential entrepreneurs and point them to the IIE?
- How can we tie UW into the rest of the state-for action NOW with existing businesses?



UNIVERSITY OF WYOMING

## Why Risk-Takers Are Winners (and Why All Entrepreneurs Should Take Risks)



**Innovation** involves changing how people do things. It is about sharing and teaching what we know, and putting new ideas into practice. Innovation cannot happen if you will not accept the risk that your undertaking might fail.

### Thought Starters

1. What if our businesses and communities were not so risk adverse?
2. Can we teach world class processes for reducing risks?
3. How can our communities help us to better mitigate risks?

## The 5 Biggest Keys to Leading Innovation



**Focus on an innovation process: Innovation in organizations cannot be a random or unstructured activity. It requires people with innovation mindsets who work together to explore, ideate, craft and implement groundbreaking ideas.**

### Thought Starters

1. How can we LEAD Innovation?
2. What if we had a state-wide innovation process?
3. How can we create the innovation mindset in Wyoming?

## Speed to Market: An Entrepreneur's View



**...accelerating the growth of innovation clusters in emerging industries – the speed to market of potentially game-changing products and technologies is vital to long-term economic competitiveness. In fact, being able to design and manufacture high-potential products quickly is critical to revitalizing manufacturing in the United States.**

### Thought Starters

- 1. Who can we learn from to increase the speed of innovation?**
- 2. Who are the leaders in this area?**
- 3. What if we could manufacture the offerings with in-state resources?**

## What's Missing in Leadership Development?



**Our latest research has a similar message: only 11 percent of more than 500 executives we polled around the globe strongly agreed with the statement that their leadership-development interventions achieve and sustain the desired results.**

### Thought Starters

1. How can we help our Wyoming small business leaders to succeed?
2. How can our Community Colleges become even stronger partners in teaching Wyoming business leaders?
3. How are the leaders in your community doing- are they growing and learning, or just getting by?

### Fifty Most Innovative Economies

South Korea, Sweden and Singapore top the list; U.S. drops out of top 10.



## The U.S. drops out of the Top 10 in Innovation Ranking

### Thought Starters

1. How can Wyoming break this national trend?
2. How can we use our Business Ready state to better embrace innovation?
3. Are our businesses truly growing and prospering, or are they just struggling?
4. How can we educate not only businesses, but also school kids?

**The U.S. dropped out of the top 10 in the 2018 Bloomberg Innovation Index for the first time in the six years the gauge has been compiled. South Korea and Sweden retained their No. 1 and No. 2 rankings.**

**The U.S. fell to 11th place from ninth mainly because of an eight-spot slump in the post-secondary, or tertiary, education-efficiency category, which includes the share of new science and engineering graduates in the labor force.**

## How Can We Add Value to Outdoor Recreation?



**This Wyoming business does an excellent job of adding VALUE to the overall Wyoming outdoor experience, making it better and unique.**

**They sell top quality goods...guided trips... blogs for information.**

**This company adapted to customer needs...**

### Thought Starters

1. How can we better add value to Outdoor Recreation?
2. How can we work with other regional partners to add value?
3. How can we become the national expert in this area?

## To Increase Innovation, Reduce Fear



Innovation thrives where everyone can “tell the truth” and not be admonished for so-called “failures.” As IBM’s legendary founder Thomas Watson said upon retirement: “If I had it all to do over again, I would have encouraged employees to make more mistakes.”

### Thought Starters

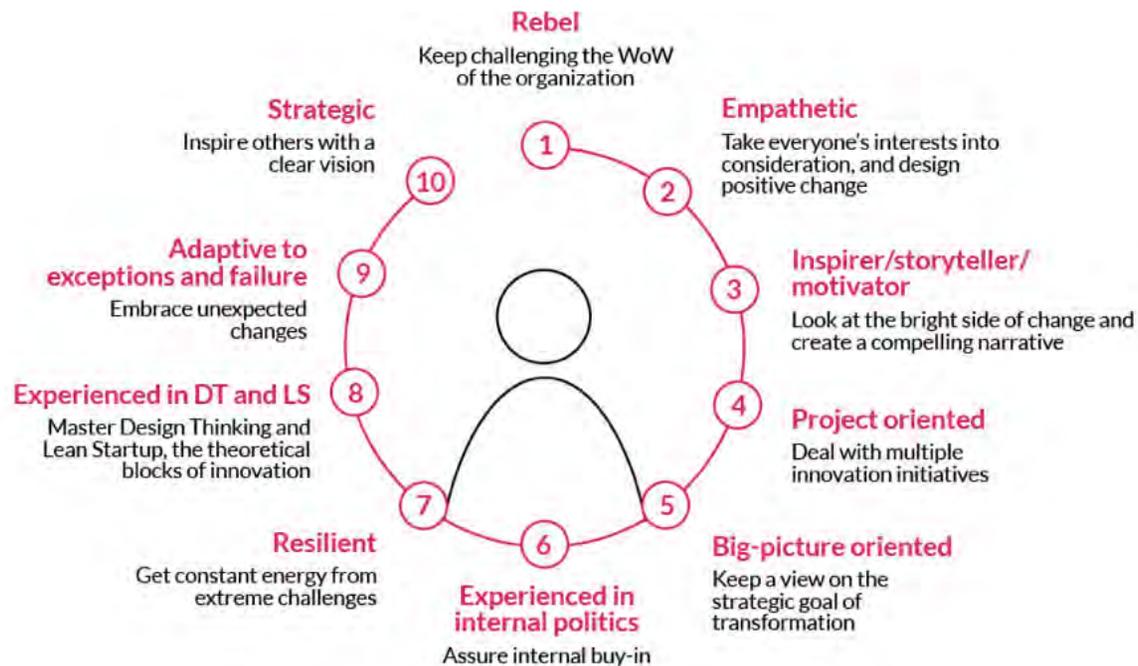
1. What if Wyoming entrepreneurs were less fearful?
2. What causes the fear?
3. What if businesses, government and communities could embrace failure, learn and proceed?

## Sir Terry Leahy - You Can't Manage Failure Out



**Former CEO TESCO (largest retailer in Europe...3rd largest retailer in the world).**

## 10 top skills of the best Transformation Leaders



### Thought Starters

1. How can we train Wyoming business leaders? Are they prepared to lead their teams?
2. How can we help Wyoming businesses to Fail FAST Fail CHEAP, adapt and move forward?
3. How can we help businesses to connect the innovation strategy to the tactics?

## First, human capital development is a key driver of rural innovation



**Adult learners, who have established links in a specific rural locality, are usually less mobile than younger students. Upgrading their skills will thus have a more direct effect on the region's economic performance.**

### Thought Starters

1. How can we make an immediate impact on existing businesses?
2. How can we connect to a more innovative generation? Would this keep Wyoming kids at home?
3. Who can lead this upgrading of skills in rural areas?

[oecd.org](http://oecd.org)  
Organization for Economic  
Cooperation and Development  
(International)

## A better way to train small business owners: using psychology to teach personal initiative



...who had been working on developing a personal initiative training program that aims to develop behaviors associated with a pro-active entrepreneurial mindset, rather than teaching basic business skills. The idea is to teach small business owners to try to find ways to innovate and differentiate themselves from other businesses, to anticipate problems and constantly look for new opportunities to exploit, to overcome obstacles, and to be self-starting.

### Thought Starters

1. What if we knew our businesses intimately, so we could work with them individually?
2. Who has the expertise to work with businesses across the state?
3. How can we learn what the best systems are for working with businesses?

# Stimulus Processing

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A background image featuring a central spark from a firework or sparkler, with bright white and yellow sparks radiating outwards. The background is a soft, out-of-focus blue with bokeh light effects.

# **Spark Deck**

**WEDA Feb 12, 2018**

**Economic Development  
Best Practices**

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# Stimulus Processing

## WEDA- Economic Development Best Practices

## IDEA ENGINEERING

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**Spark Deck Elements**

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1. Business Retention and Expansion Best Practices
2. Why Innovation Must Be The New Development Strategy
3. Rural Tourism: It's Never Been A Better Time to Be A Small Town
4. Bridging the Generation Divide
5. Who Has Been Trained to Innovate?
6. Culture is Key to Innovation Clusters
7. Best Practices in State and Regional Innovation - Innovation Clusters
8. Best Practices in State and Regional Innovation Initiatives- Key Individuals
9. Learning's Role in Innovation
10. North Dakota Ag innovation
11. The Silo Mentality- Eliminating Silos
12. Institute of Innovation and Entrepreneurship at UW
13. Importance of patents

**2.**  **PAIR**

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**At Least 1 Yellow Card per person**

## 5 Best Practices for Economic Developers



**4. Implement a business retention program:** Existing businesses are usually your [greatest resource](#) for attracting new [jobs](#) and investment and your best ally when it comes to advocating for your community.

### Thought Starters

1. How strong is your business retention program?
2. Does your business retention program deliver real value? Are the businesses growing, or just getting by? Do you know?
3. Do you partner with the Community Colleges, or other partners to deliver programs?

## Why Innovation Must Be The New Development Strategy



**Innovation is the causal mechanism for creating prosperity because it introduces newer and typically better ways of tackling pressing problems that make society more productive. Increasing productivity in society ultimately leads to prosperity.**

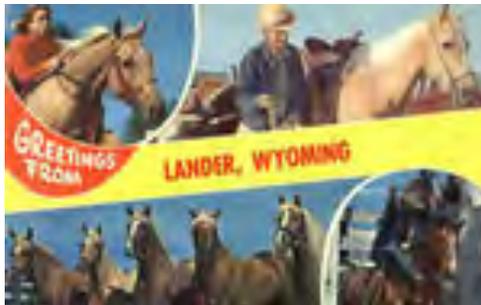
### Thought Starters

- 1. How innovative are the organizations in our community?**
- 2. How innovative are we in our economic development practices?**
- 3. Are we all stuck in the past with how we operate?**
- 4. What is the 1st step that we need to take?**

## **Rural Tourism: It's Never Been A Better Time to Be A Small Town**

In the past five years tourism has seen some big changes. Large numbers of travelers have lost interest in cookie cutter restaurants, lodging and attractions.

Instead, they want local food, local attractions and connection to the lifestyles of local people. This has led to huge new trends – the Slow Food Movement, Authentic Tourism, Geotourism, Agritourism, Heritage Tourism and more.



### **Thought Starters**

- 1. Are our local businesses ready for this trend? How can we lead the way?**
- 2. What are we most proud of - that we want to 'show off'?**
- 3. How can we access data on tourists coming to our region- and why they are coming?**

<http://www.cfra.org/node/2504>  
Center For Rural Tourism

**Bridging the Generation Divide  
Seize opportunities with millennials  
through engagement and  
communication**



**Tips for Engaging Millennials**

**1. Share Ownership**-When millennials feel valued and are fully invested- they are highly motivated and committed.

**2. Consider schedules and be flexible**-Consider changing the time of your gathering to lunchtime or early morning and you might see greater involvement from millennials.

**3. Redefine Socializing**- Social media isn't a passing trend and its use spans generations. If your organization can't be found on Facebook you're missing a big opportunity to connect with millennials... and others, too.

**4. Avoid age segregation**-Break up age-defined cliques. Foster togetherness by encouraging people of all generations to mix and mingle.

## Who Has Been Trained to Innovate?



**There are two big hurdles to the adoption and commercialization of new innovations by companies, startups, or existing firms: capital and know-how.**

### Thought Starters

1. Have Wyoming business owners been trained in innovation? Have you?
2. How can we work with state partners and businesses to build on the 'know how'?
3. How can we have a common system for growth and innovation?



## Culture is Key to Innovation Clusters

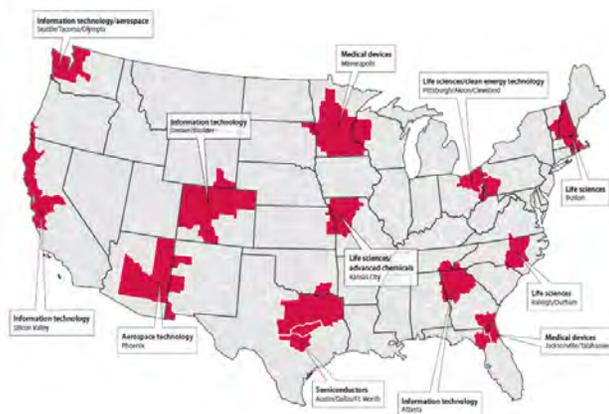
### Thought Starters

1. Do the organizations in your Community have a culture of growth and innovation?
2. What is being done to drive a community of learning to innovate and grow?
3. Are community partners (ED/Chamber/Community Colleges/Banks) working to deliver a learning community?

But, even if you have a great cluster or multiple clusters of rapidly growing companies, large and small, and a great entrepreneurial ecosystem, sources of innovation like research universities, there is one more ingredient that's often missing – an innovation culture. You need to be a place where diversity is celebrated, where failure is admired, and where change is embraced. This is the hardest element of a true innovation district, one that is difficult to acquire through policy and governmental action.

## Best Practices in State and Regional Innovation Initiatives

A SNAPSHOT OF U.S. INNOVATION CLUSTERS  
A selection of high-tech clusters in different parts of our country



Source: Census Mapping Project, Institute for Strategy and Competitive Analysis, 2008. Reprinted with permission of the author.

**Innovation clusters— localized groups of companies developing creative products and services within an active web of collaboration that includes specialized suppliers and service providers, universities, and research institutes and organizations— are now widely associated with higher levels of economic growth and competitiveness.**

### Thought Starters

1. Is UW doing the right kind of basic research that can be commercialized in Wyoming?
2. What other rural, energy dependent states can we learn from?
3. How can UW or other technical leaders play more of a role across all of Wyoming?
4. Is the WBC providing the right type of economic development grants?

## Best Practices in State and Regional Innovation Initiatives



***Successful innovation-based economic development is often fostered by a small number of key individuals bridging the space between science and commercialization.***

### Thought Starters

1. Who are the innovation and thought starters in our community?
2. How could we make each Community College (or their Foundations) the center of different clusters?
3. Do our communities have the amenities to attract innovators and tech savvy employees?

## Learning's Role in Innovation



**In short, innovation is about creating an environment where people can be exposed to different concepts, interact productively, experiment safely and be allowed time to reflect. And this is contrary to much of the working world where interaction is kept to a necessary minimum, time is to be spent on work tasks and mistakes are punished.**

### Thought Starters

- 1. Who can lead our community to become a learning community?**
- 2. How can we learn to anticipate customer needs?**
- 3. How can we learn from other states and communities?**

## North Dakota continues to work to diversify its agricultural fabric by targeting the development of value added agriculture.



**Value added agriculture is changes made to primary agriculture products (crops and livestock) that increase the product's value, thereby creating new economic activity and jobs in one of three ways:**

- **Process activities that create value for the product and/or introduce the product to new markets;**
- **Diversification and/or modification of primary agriculture products; or**
- **Pre-production modifications that increase yields, quality and uses**

### Thought Starters

1. **How can we add more value to our products?**
2. **Do we have an Ag Culture of Growth & Innovation?**
3. **How could we quickly learn from North Dakota Ag and other states?**

## The Silo Mentality Eliminating Silos in Government

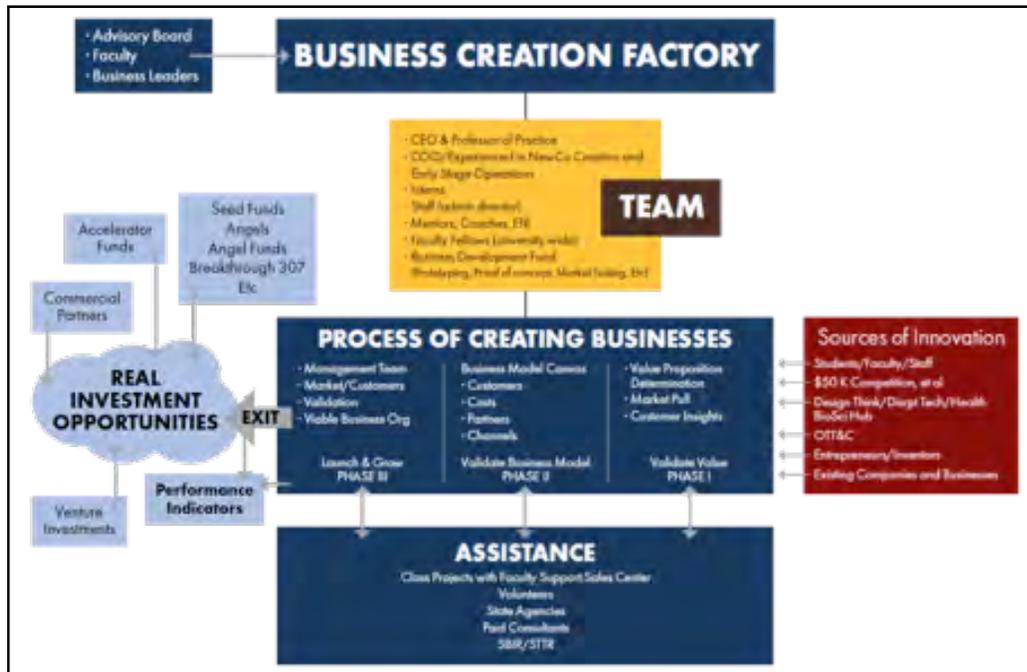


The problem with silos is that they cause people to focus insularly on the specific mission contained within their agency. Government must ensure that the structure and procedures necessary to see the big picture and accomplish the broad goals are in place and enabled.

### Thought Starters

1. Would we be more effective if we could break down the historical silos in Wyoming?
2. **This will be very hard to do...**who will lead the effort?
3. Is it harder to tear down silos in governmental organizations?
4. How can we have a common mission...to bypass all of the silos?

## Institute of Innovation and Entrepreneurship at UW



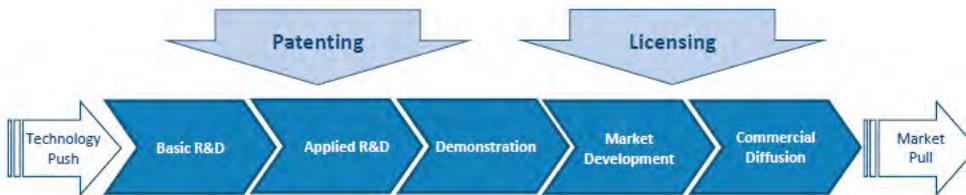
### Thought Starters

1. How can our communities and businesses support and benefit from the Business Creation Factory?
2. How can we develop a community culture of learning from UW?
3. How can the Community Colleges help with distributing the learning?



UNIVERSITY OF WYOMING

## Does the Patent System Encourage Innovation?



**Inject clarity into the "fuzzy front end" of innovation. Clearly define the idea generation and conversion process. The payoff: Companies that do this report higher revenue, market-cap growth and EBITDA as a percentage of revenue.**

### Thought Starters

1. Are we teaching businesses the importance of patents, and how to secure them affordably?
2. Are we teaching how to identify and license existing patents?

# Stimulus Processing

## WEDA- Economic Development Best Practices



**1.**  **INDIVIDUAL**

**Spark Deck Elements**

*As you see the Spark Deck - jot down any ideas that come to you...*

1. Business Retention and Expansion Best Practices
2. Why Innovation Must Be The New Development Strategy
3. Rural Tourism: It's Never Been A Better Time to Be A Small Town
4. Bridging the Generation Divide
5. Who Has Been Trained to Innovate?
6. Culture is Key to Innovation Clusters
7. Best Practices in State and Regional Innovation - Innovation Clusters
8. Best Practices in State and Regional Innovation Initiatives- Key Individuals
9. Learning's Role in Innovation
10. North Dakota Ag innovation
11. The Silo Mentality- Eliminating Silos
12. Institute of Innovation and Entrepreneurship at UW
13. Importance of patents

**2.**  **PAIR**

**Create Ideas**

*Randomly Pick a piece of stimulus and turn into an idea*

2.

**3.**  **TEAM**

**Refine & Revise**

*Ask your team for ideas and advice regarding your idea. Keep ideas you like and ignore those you don't agree with.*

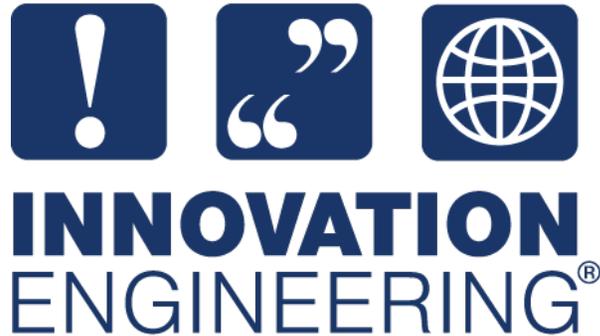
**4.**  **INDIVIDUAL**

**Write Best Ideas on Yellow Cards**



**Individual- 2 Min**  
**Teams- 10 Min (2 Min/each)**  
**Individual-cards-3 Min**

**At Least 1 Yellow Card per person**



**System Driven Innovation**

**Mission:** To Change The World through Systems that Enable Innovation by everyone, everywhere, every day, resulting in increased speed (up to 6X) & decreased risk (up to 10X success).

**Comments or Questions?**



## **Save the Date Business Growth and Innovation Training June 12- 13**

*Leaders will learn to improve profits (or 'retained income' for non-profits) by : 1)innovating new products and services which deliver new and meaningful value for which customers are willing to pay more; and 2) learning how to deliver offerings more cost effectively, driving increased profits.*

Laramie County Community College Outreach and Workforce Development  
Call 778.4381 or visit our website at [lccc.wy.edu/workforce](http://lccc.wy.edu/workforce) for details