

# 3 Things To Do Right Now

**Turn Your Team into an Innovation Powerhouse**

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## Turn Your Team into an Innovation Powerhouse

### Executive Summary

Building an innovation culture inside your team will take you places you never imagined.

Forget the endless articles and white papers about what to do. It's time to take action!

Try these 3 simple, easy-to-implement and cost-effective steps to quickly get your team buzzing with new ideas now and in the long term.

### 1 – Create a Team Charter

Your company has a Mission Statement and Vision Statement? Why not your team?

Get your team together and create a charter that sparks innovation. A great charter complements your company's vision but focuses your team on what matters to you and gives them “permission” to try.

Example Team Mission Statement: "Our team's mission is to explore and experiment fearlessly, turning creative ideas into solutions that delight our customers and drive our company forward."

Need more inspiration? Our website ([www.ideas-2-action.com/TeamCharters](http://www.ideas-2-action.com/TeamCharters)) has many examples to help you get started.

### 2 – Inspire Your Team Every Week

Share a short innovation story weekly with your team from outside your organization about someone who took action with their idea or innovation and how it became something we all know today. But do it in a fun way so that people get engaged.

Great stories told well and shared at weekly meetings remind us that innovation comes in all shapes and sizes. Plus, if the story is interesting, your team will want to share them with others!

For example, tell them about Abe and Spencer at 3M, who had an idea and stuck with it to create a new billion-dollar market on paper! We've posted the answer and 90-second story on our website ([www.ideas-2-action.com/InspirationStories](http://www.ideas-2-action.com/InspirationStories))

Bonus ... If you need more entertaining 90-second stories to inspire your team, steal five of them right now off the same page on our website.



### 3 – “What I Should Have Done” Wednesdays

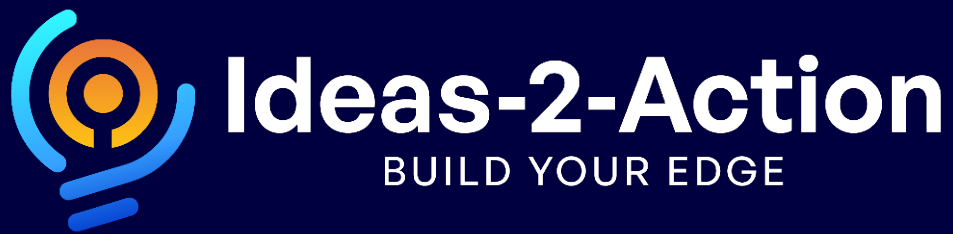
Hold regular Wednesday discussions during which your team members share stories of things they have tried, but that haven't worked out and the lessons they have learned. This will normalize setbacks and encourage learning.

Doug and I actively share our own stories of “What I Should Have Done” with our clients so they can learn from our mistakes and avoid wasting a lot of effort.

As Michael Jordan once said, “I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game-winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.”

### Your Next Steps

- **Try** - Test all three steps right now with your team.
  - Over time, you'll be surprised at how much at difference it will make!
- **Call** - If you need help or have questions call us ... and we'll point you in the right direction.



**Go for It!**

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