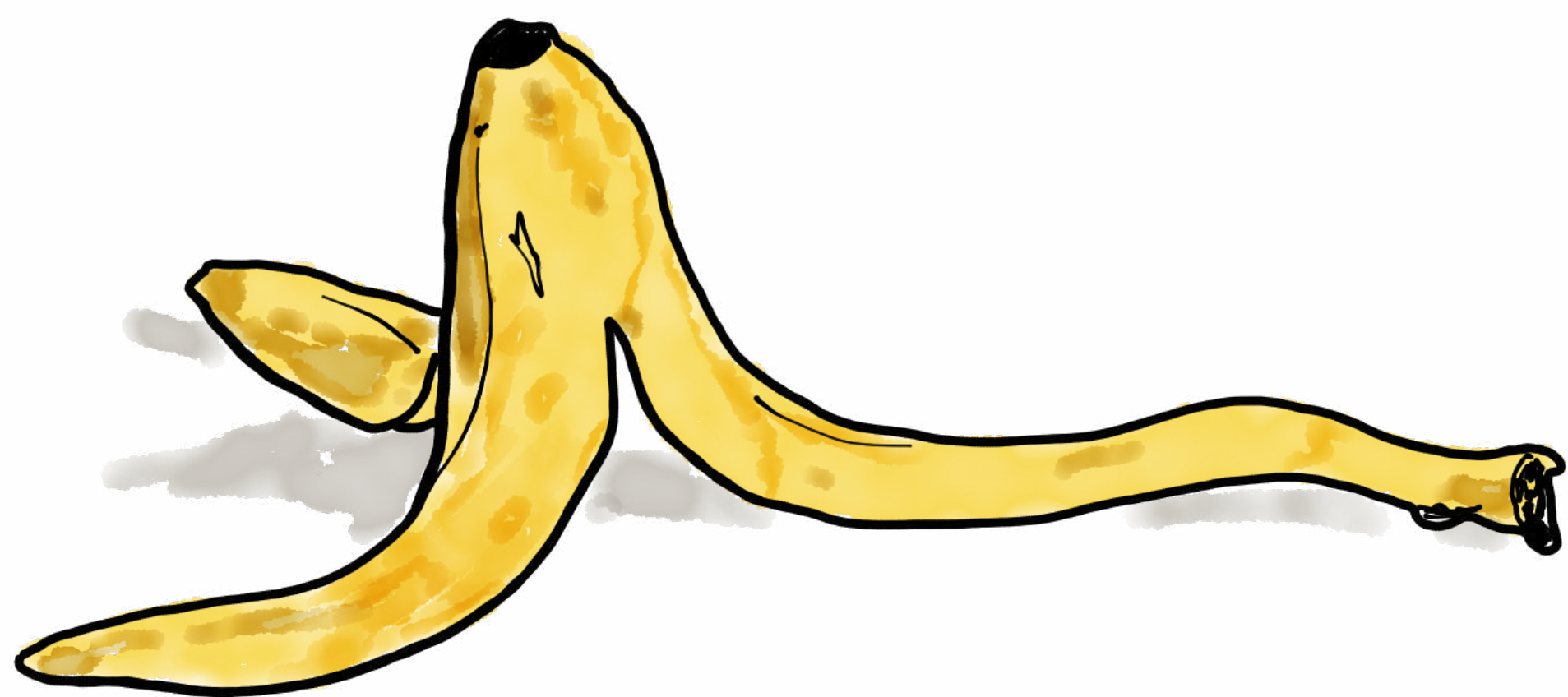


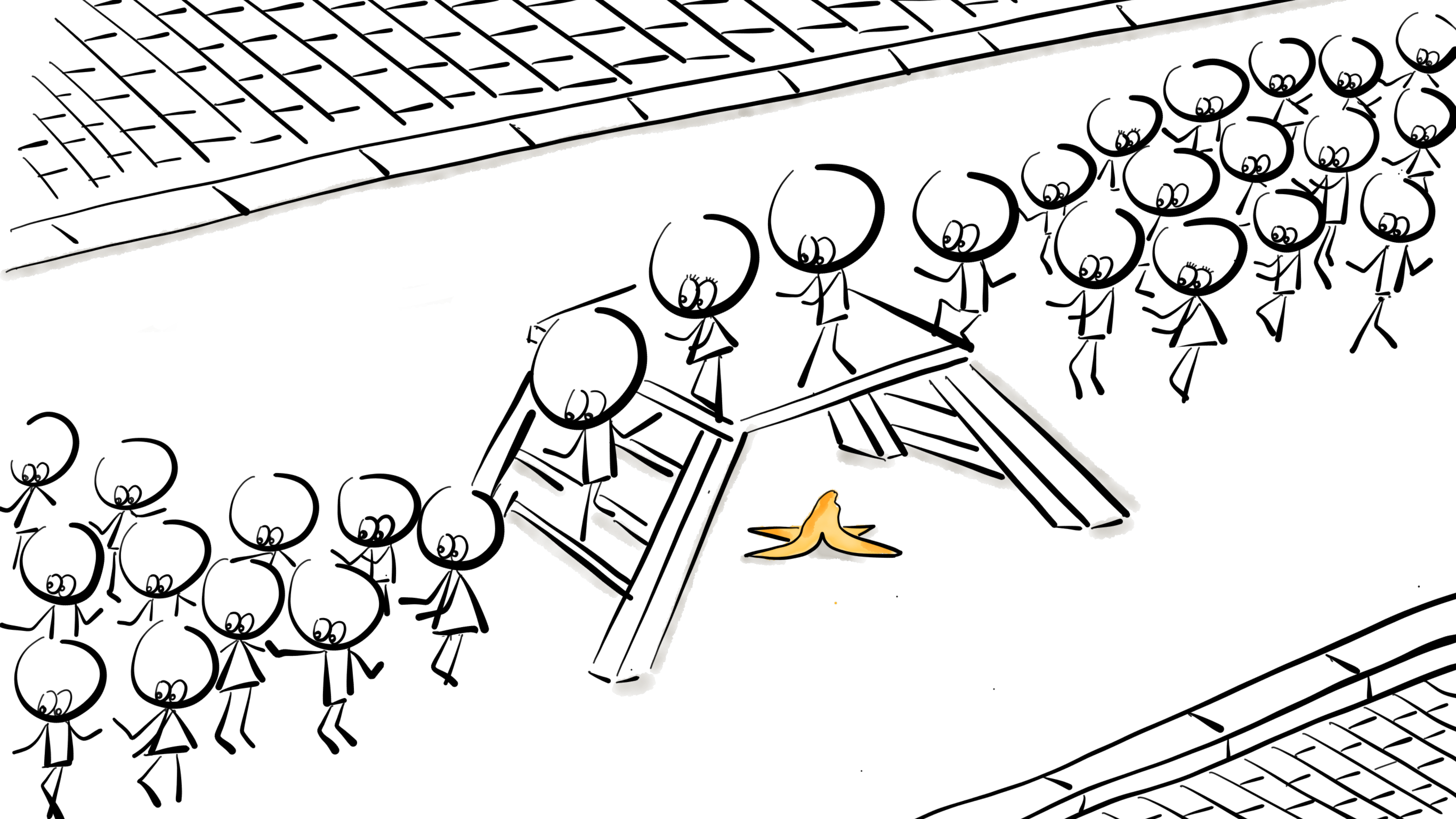
Ladders & Bananas

‘Survival kit for professionals
in change’



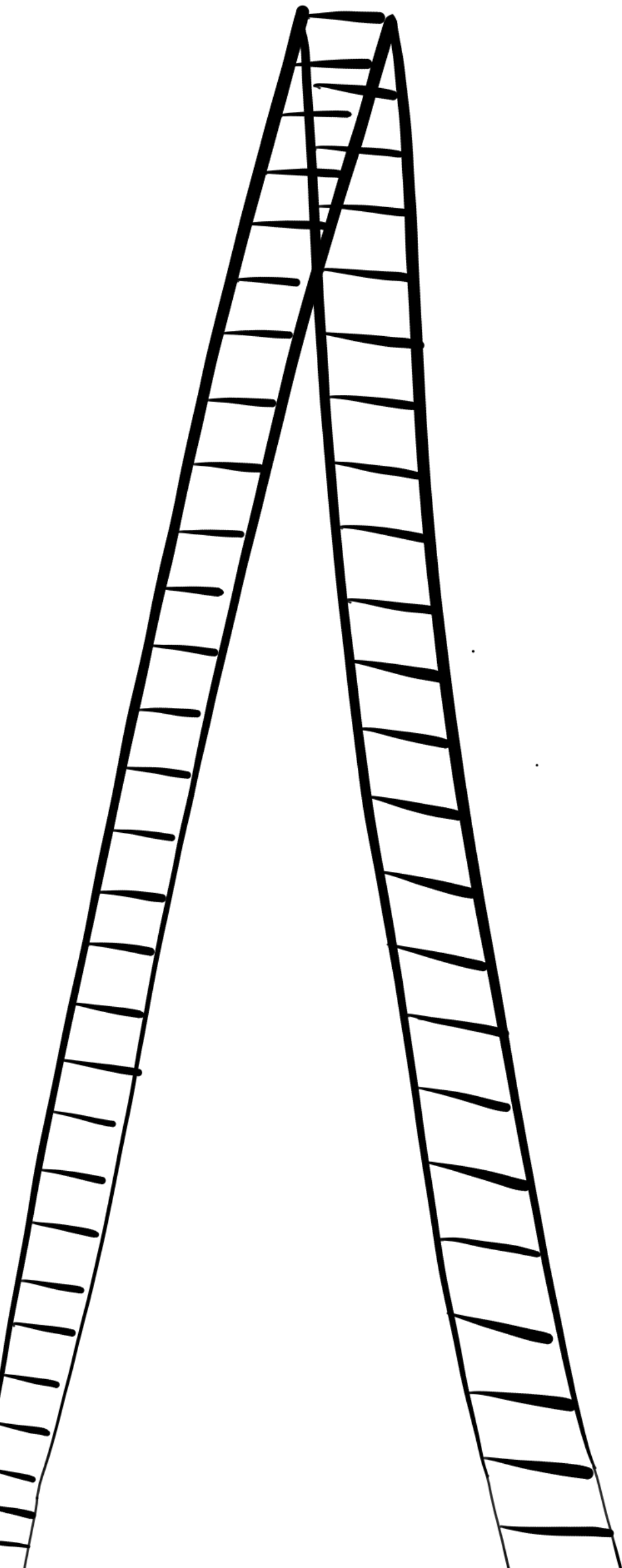
@CyrielKortleven



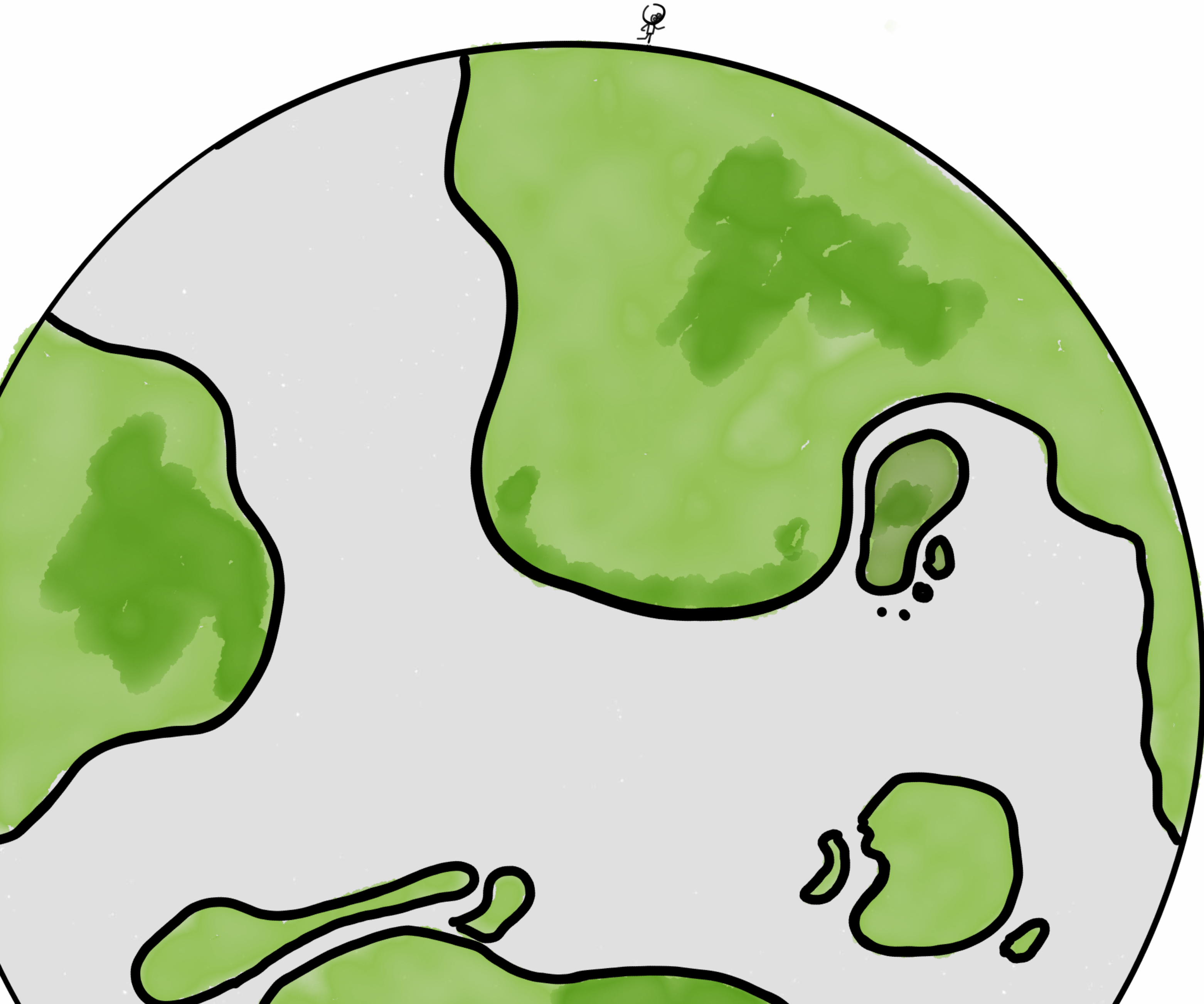


When a good 'process' becomes a 'ladder'

- * The world or context has changed and the process is not relevant anymore.
- * We underestimate the cost of avoiding risks (money, time, energy, complexity, ...)
- * The problem only affected a small group of people and the ladder is applied for everyone, all the time.



The world of today



We live in a VUCA world

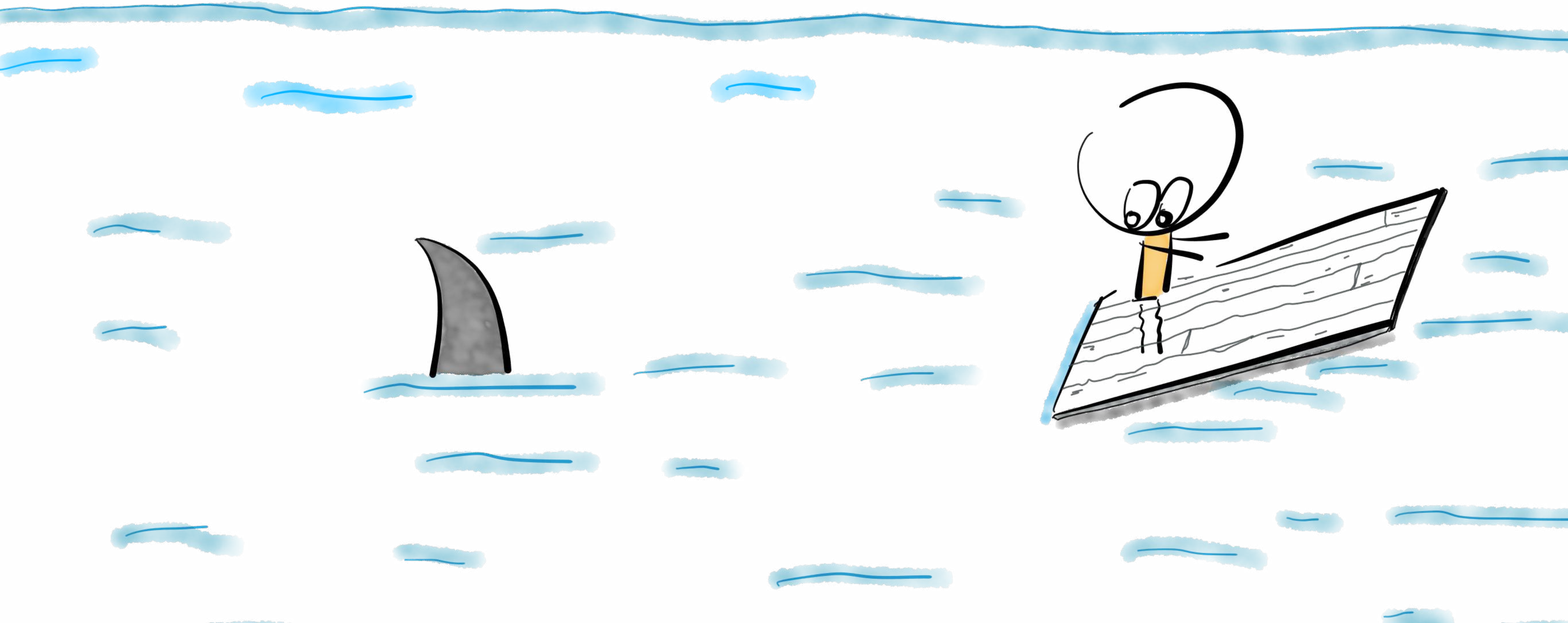
Hey, it's crazy out there!

Volatile - Uncertain - Complex - Ambiguous

Reactive

No
alternatives

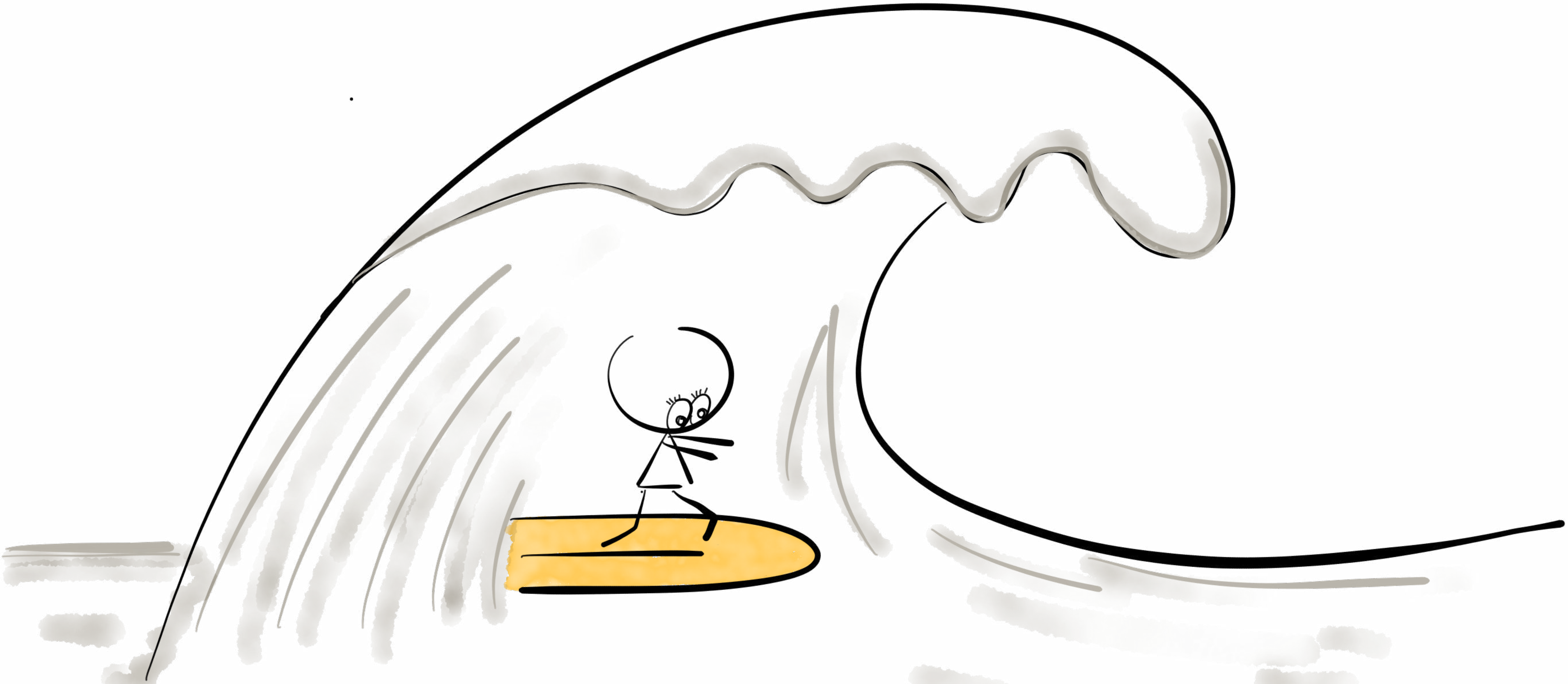
Take no
risks

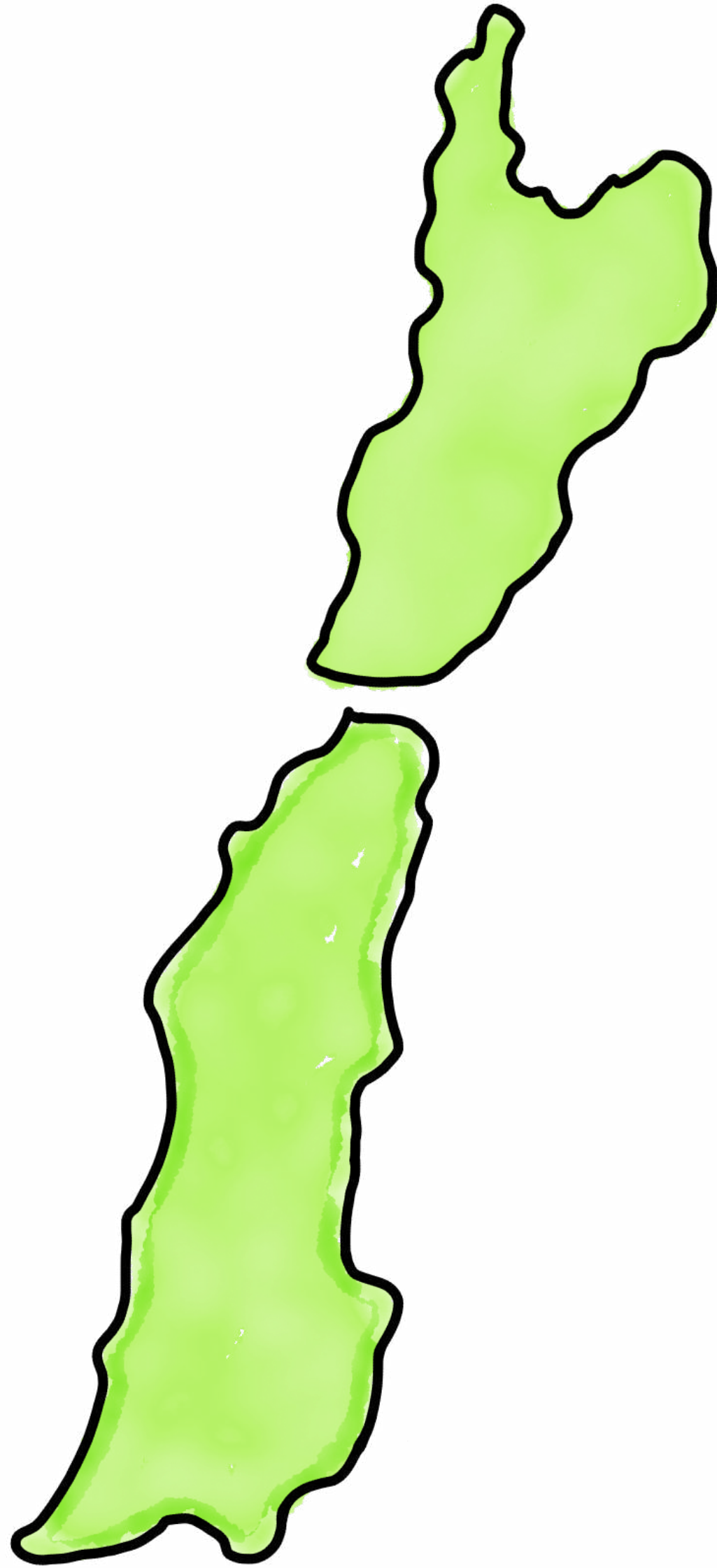


Pro-active

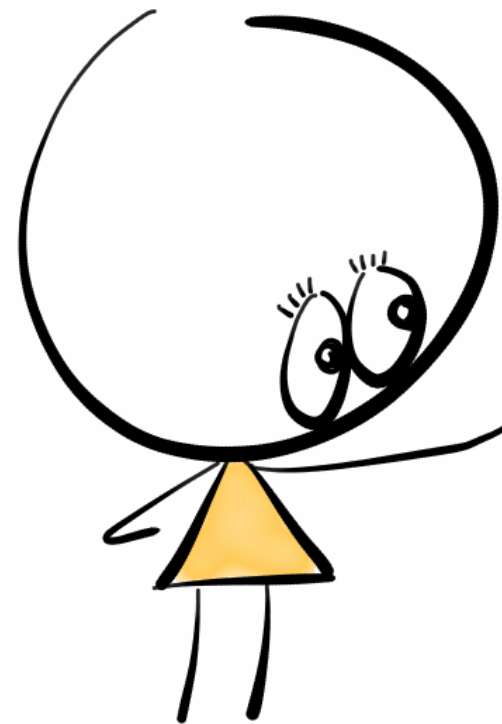
Think in
alternatives

Take risks





The Yes And Act mindset



YES AVOID: YES, BUT... IT ALREADY EXISTS. OUR CUSTOMERS WON'T LIKE THAT. I'M NOT CREATIVE. THE MARKET IS NOT READY YET. IT'S TOO DIFFICULT. WE ARE TOO SMALL. NO BUDGET. LET'S BE REALISTIC, ETC...

NO IDEAKILLERS

KNOW THAT THE IMPOSSIBLE IS ONLY TEMPORARY
OUT OF THE BOX OR OUT OF BUSINESS?

BELIEVE 200% IN YOUR IDEAS **DREAM BIG**

SUSPEND JUDGEMENT **START SMALL**

EVERY PROBLEM CAN BE **TRANSFORMED INTO AN OPPORTUNITY**

DON'T GET STUCK IN THE TRAP OF MEDIOCRITY

DIVERGE

FIND A SECOND SOLUTION

AND

THE INTERESTING STUFF **TAKE A DIFFERENT PERSPECTIVE**
HAPPENS OUTSIDE YOUR **COMFORTZONE**

LOOK AROUND AND USE THE WEIRDEST OBJECT IN YOUR SIGHT AS INSPIRATION TO GET NEW IDEAS

WHAT IF? WHAT WOULD STEVE JOBS, GANDHI, SUPERMAN, A CHILD OF SIX OR YOUR NEIGHBOUR DO?

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EXPLORE THE WORLD AND IMMERSE YOURSELF IN NEW CULTURES

SHOW UP IN THE ARENA

EVERYDAY

LIFE IS AN EXPERIMENT IT'S EASIER TO ASK FORGIVENESS

BECOME A PASSION-A-HOLIC THAN IT'S TO ASK PERMISSION

EXPLORE START ANYWHERE... JUST START. DARE TO STOP

BE AMAZED HAVE THE GUTS TO LET GO OF CONTROL

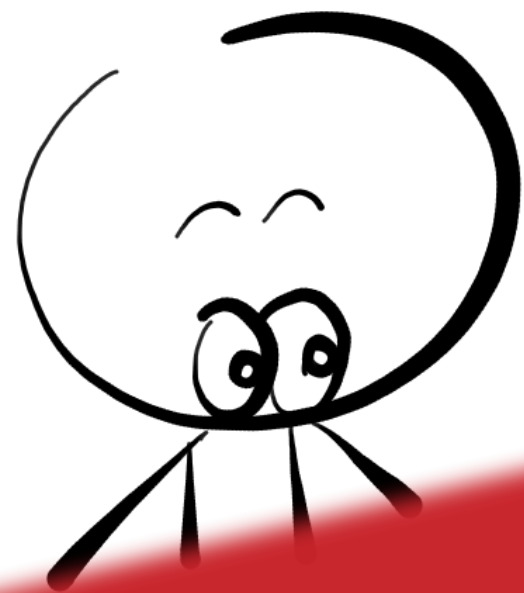
FAIL FAST, OFTEN AND FORWARD THERE'S ONLY ONE MOMENT TO DECIDE TO CHANGE YOUR LIFE. LIFE IS SHORT

CHANGE THE WORLD (AND START WITH YOURSELF)

CHOOSE LIFE NOW

CREATED BY CYRIELKORTLEVEN.COM | DESIGN BY MISTIMAGES.BE

WWW.YESANDACT.COM



YES

AVOID: YES, BUT... IT ALREADY EXISTS, OUR CUSTOMERS WON'T LIKE THAT, I'M NOT CREATIVE, THE MARKET IS NOT READY YET, IT'S TOO DIFFICULT, WE ARE TOO SMALL, NO BUDGET, LET'S BE REALISTIC, ETC...

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HAPPENS OUTSIDE YOUR

COMFORTZONE

TAKE A DIFFERENT PERSPECTIVE

THINK IN ALTERNATIVES

LOOK AROUND AND USE THE WEIRDEST OBJECT IN YOUR SIGHT AS INSPIRATION

WHAT IF?

WHAT WOULD STEVE JOBS

A CHILD OF

I M A G I N E

WHAT WOULD STEVE JOBS

A CHILD OF

suspend judgement.
Dream big.

W H A T I F ?

IT'S EASIER TO ASK FORGIVENESS

THAN IT'S TO ASK PERMISSION

START ANYWHERE... JUST **START**. DARE TO STOP

HAVE THE GUTS TO LET GO OF CONTROL

BE AMAZED GO FOR NANO-IDEAS. TAKE THE NEXT SMALL STEP

FAIL FAST, OFTEN AND FORWARD THERE'S ONLY ONE MOMENT TO DECIDE TO CHANGE YOUR LIFE. LIFE IS SHORT

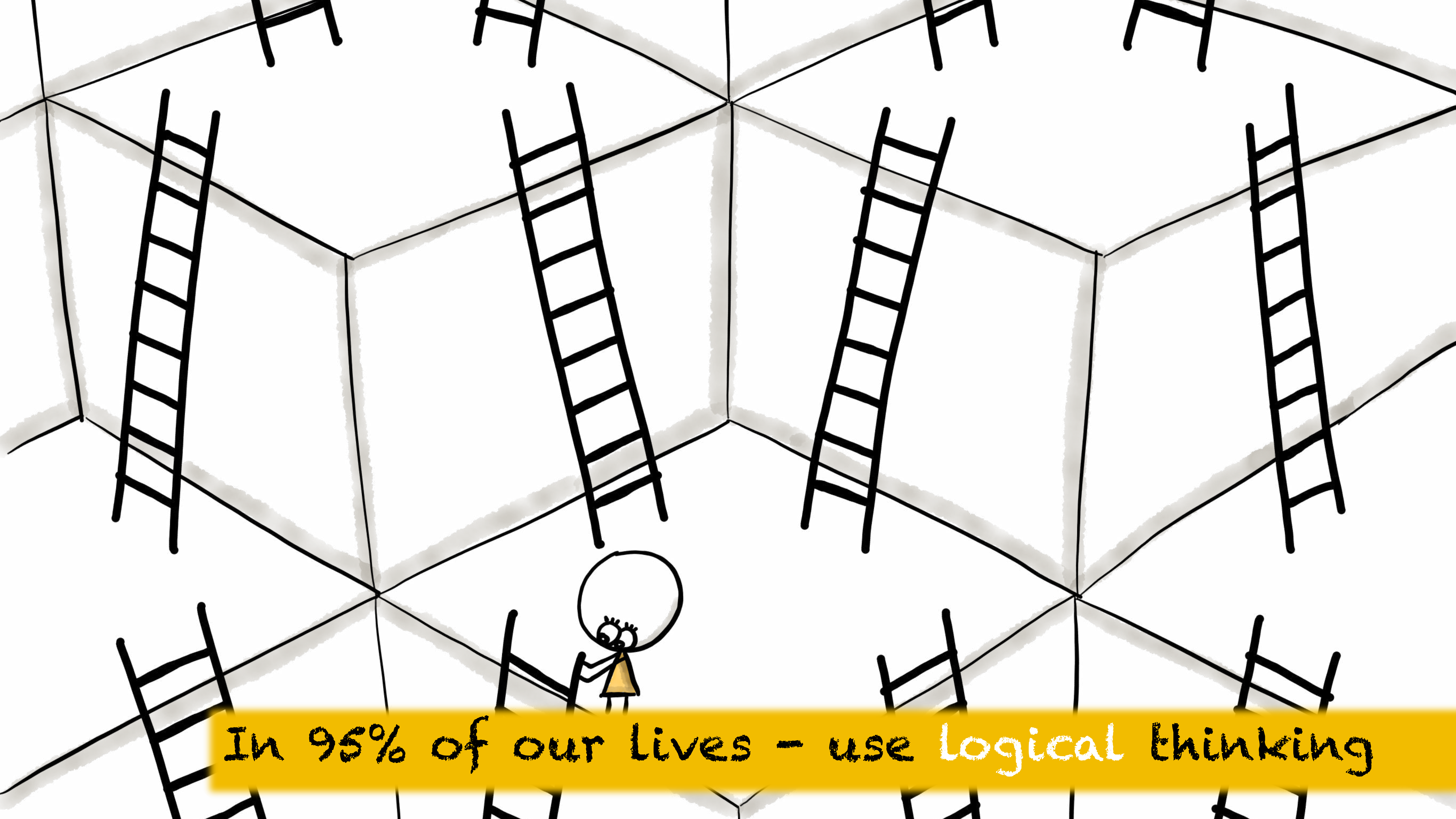
CHANGE THE WORLD **CHOOSE LIFE** **NOW**

(AND START WITH YOURSELF)

CREATED BY CYRELKORTLEVEN.COM | DESIGN BY MISTIMAGES.BE WWW.YESANDACT.COM

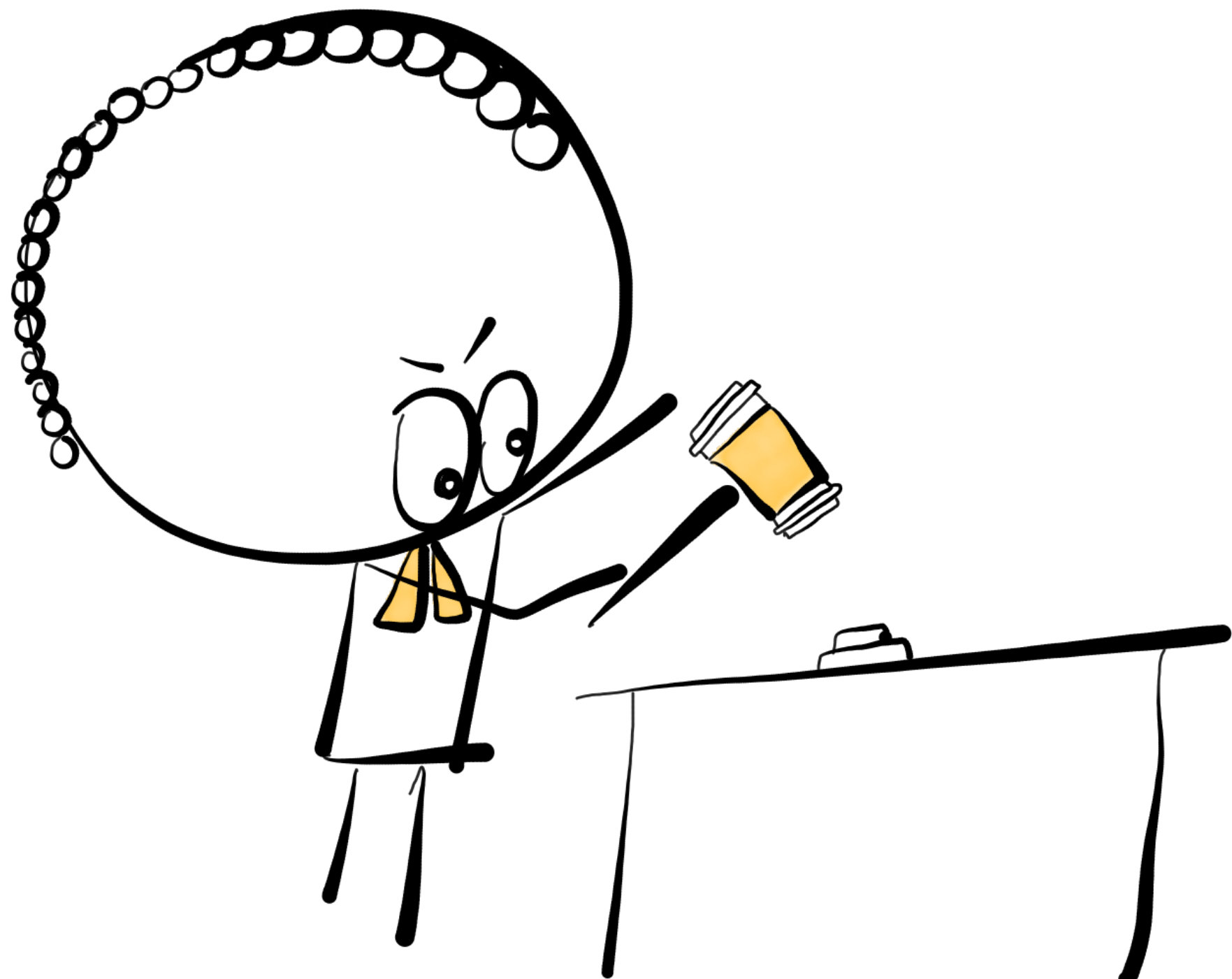
This presentation can damage your existing thinking patterns. This change can cause an uncomfortable feeling and some resistance. If you survive this process then you will get access to an abundance of ideas, an open attitude and a new world of possibilities. And that is just the beginning. You have been warned.

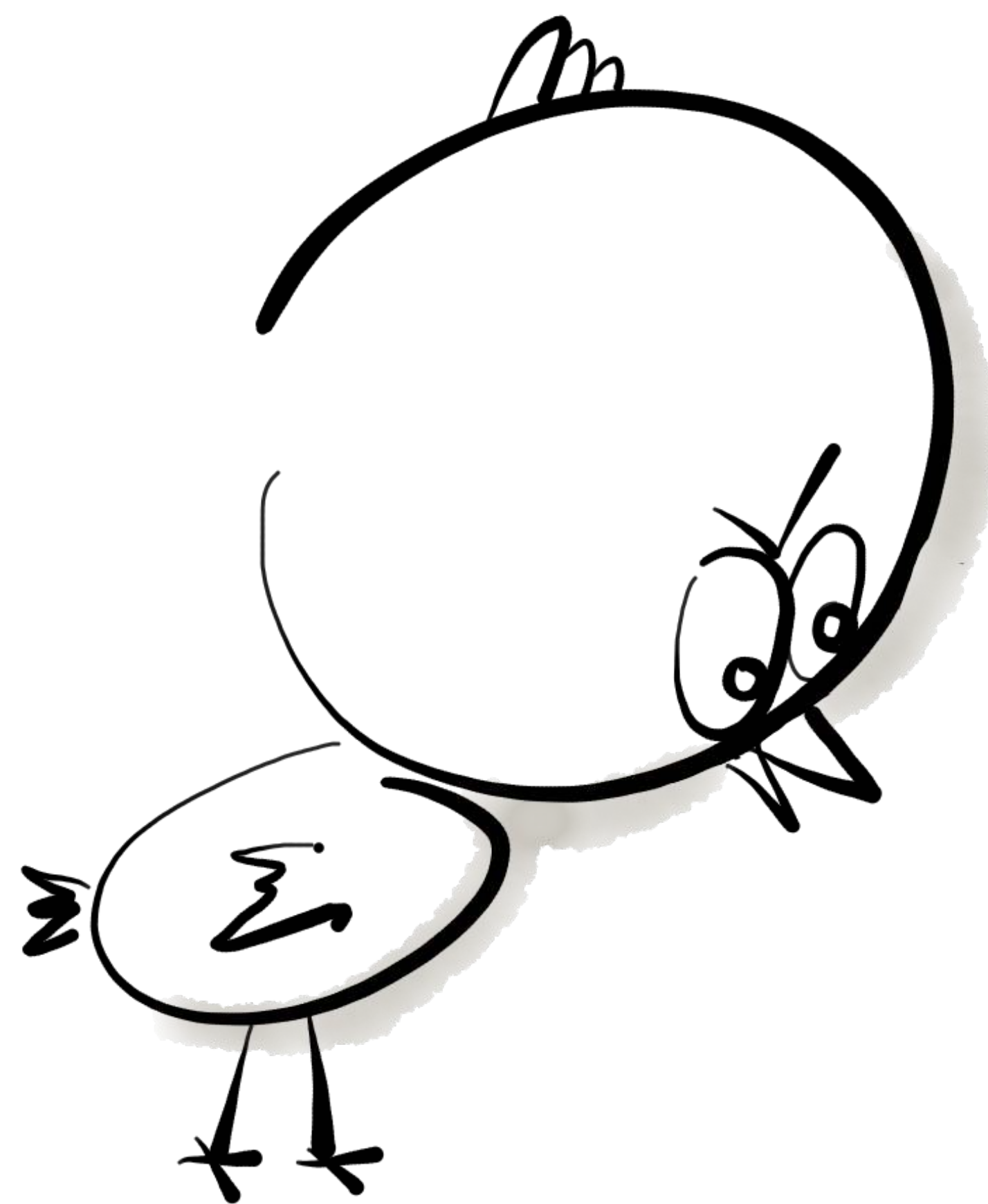




In 95% of our lives - use logical thinking

Suspend Judgement





« Now look what you've done !! »

IDEA KILLERS...

REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION

Yes, but... It already exists! Our customers won't like that!

WE DON'T HAVE TIME... **NO!** It's not possible...

It's too expensive! Let's be realistic... That's not logical...

We need to do more research... THERE'S NO BUDGET...

I'm not creative... We don't want to make mistakes...

The management won't agree... **GET REAL...**

It's not my responsibility... It's too difficult to master...

THAT'S TOO BIG A CHANGE...

The market is not ready yet... **Let's keep it under consideration...**

It is just like... The older generation will not use it...

WE ARE TOO SMALL FOR THAT...

It might work in other places but not here...

SINCE WHEN ARE YOU THE EXPERT?... That's for the future...

There are no staff members available...

IT IS NOT SUITABLE FOR OUR CLIENTS...



Poster from the book: Creativity in Business
Download your own poster at: www.ideakillers.net



IDEA BOOSTERS...

THE ATTITUDE TO BOOST CREATIVITY AND INNOVATION IN YOUR ORGANISATION

Yes, and... Let's find the concept behind it...

Wow, intereresting... **YES!** Maybe now is the right time...

You are on to something... **Good, let's enrich the idea...**

How do they do this in other industries?... Tell me more...

Let's look at the financials later... **Let's ship!**

Our industry is ready for disruption... **Let's experiment...**

Great! LET'S MAKE IT EVEN MORE CONCRETE...

It's time for change... I will try it tomorrow with one client...

What's the worst thing that could happen?... What are we waiting for?...

WHAT IF A COMPETITOR WOULD STEAL THIS IDEA?...

I love you! Let's spend the lunchtime on it today...

Convince me in 3 minutes... **I feel the potential...** Why the hell not...

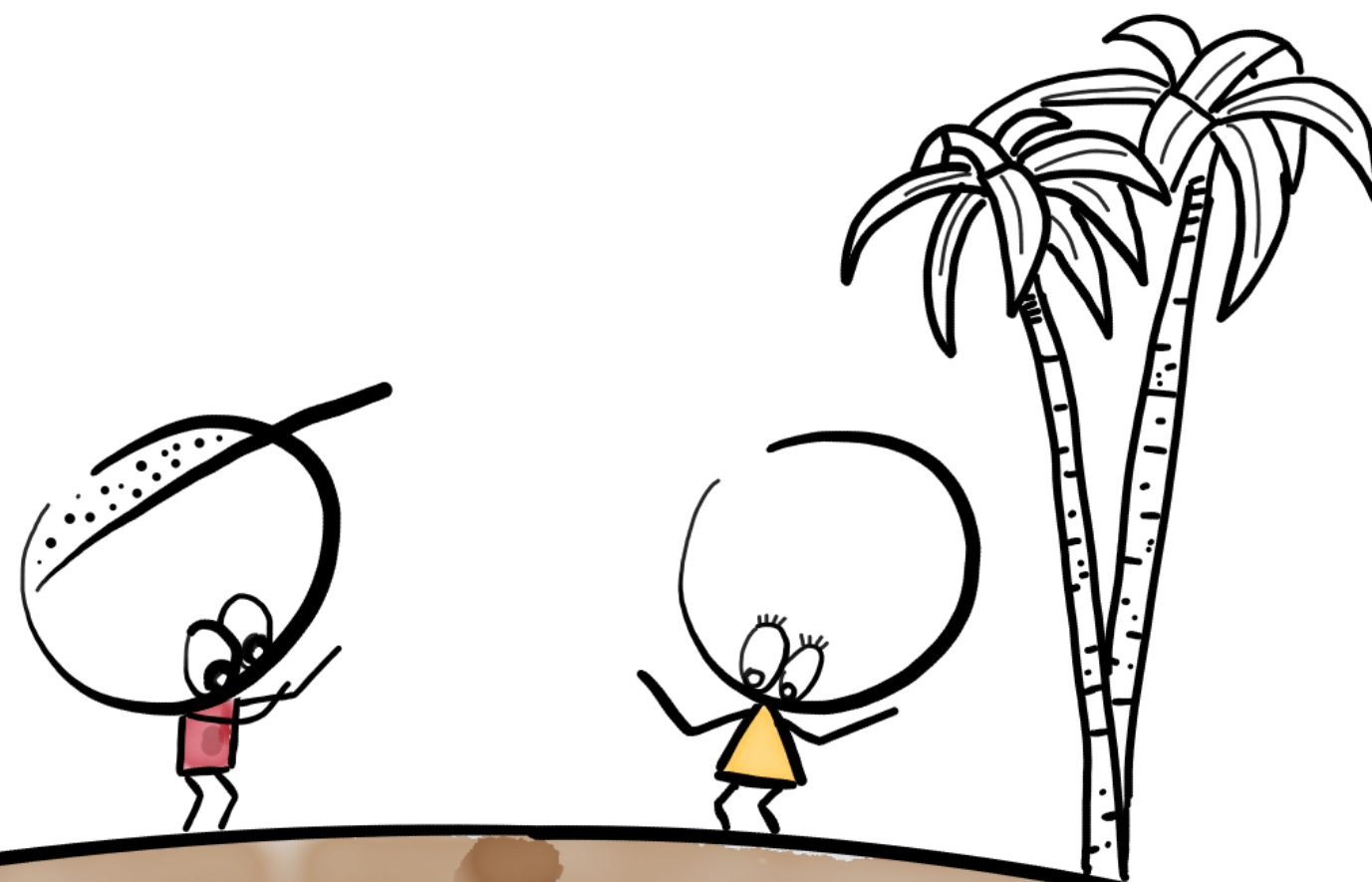
Find a problem... **Fix it...** Start a company...

Stop discussing... **Start doing!**

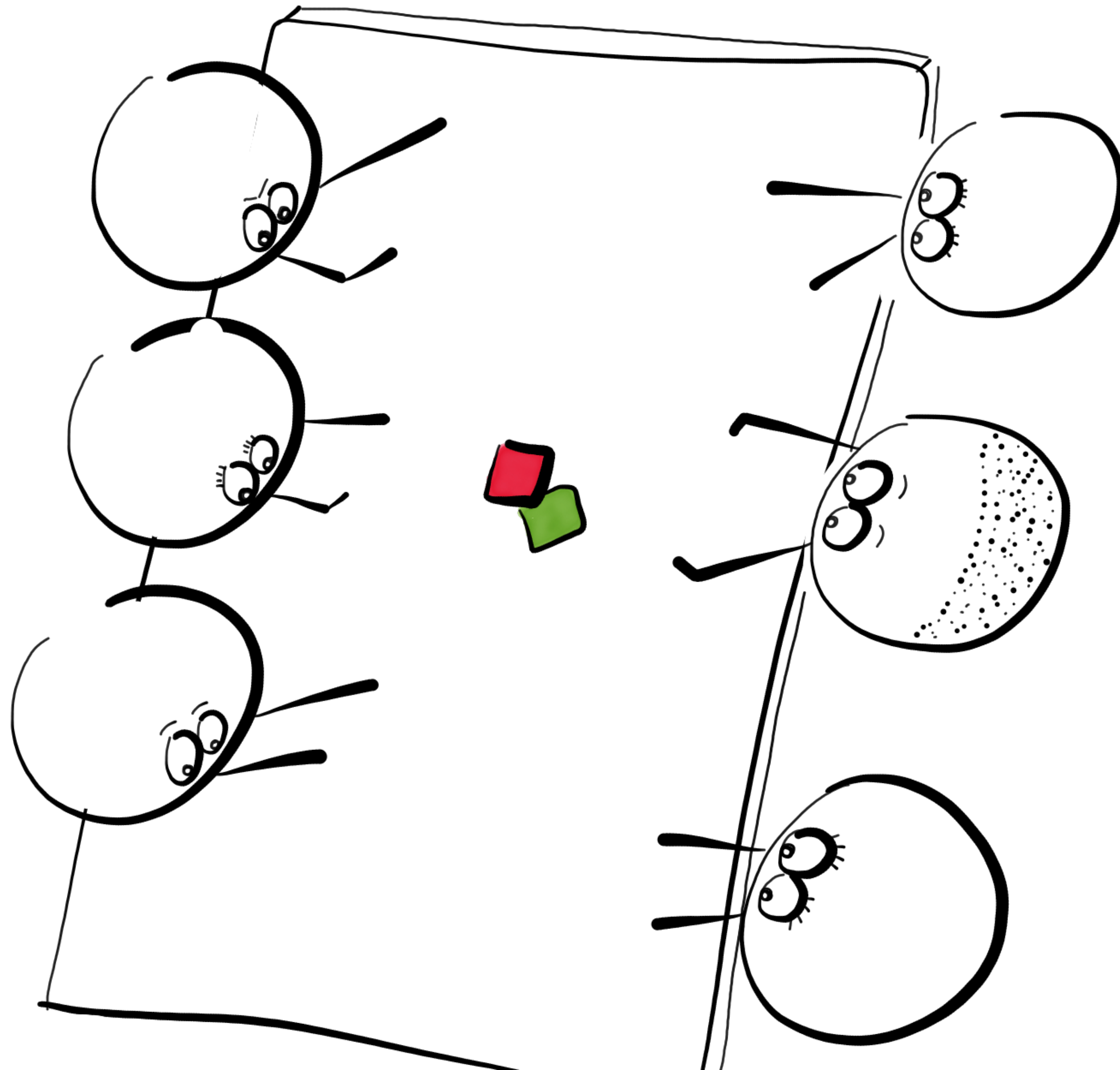
LET'S KICKSTART THIS PROJECT!



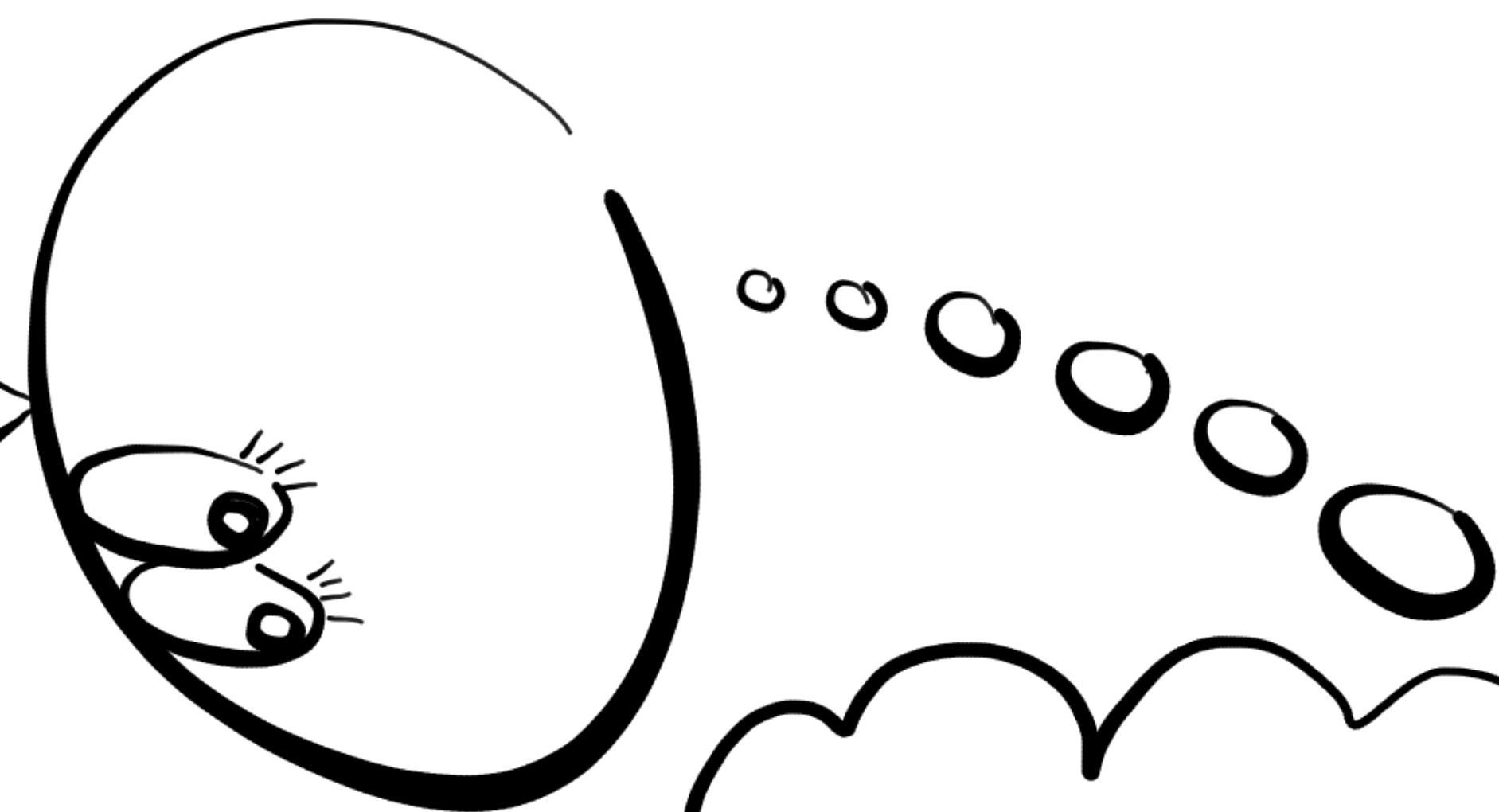
Poster from the book: Creativity in Business
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the 3 minute rule

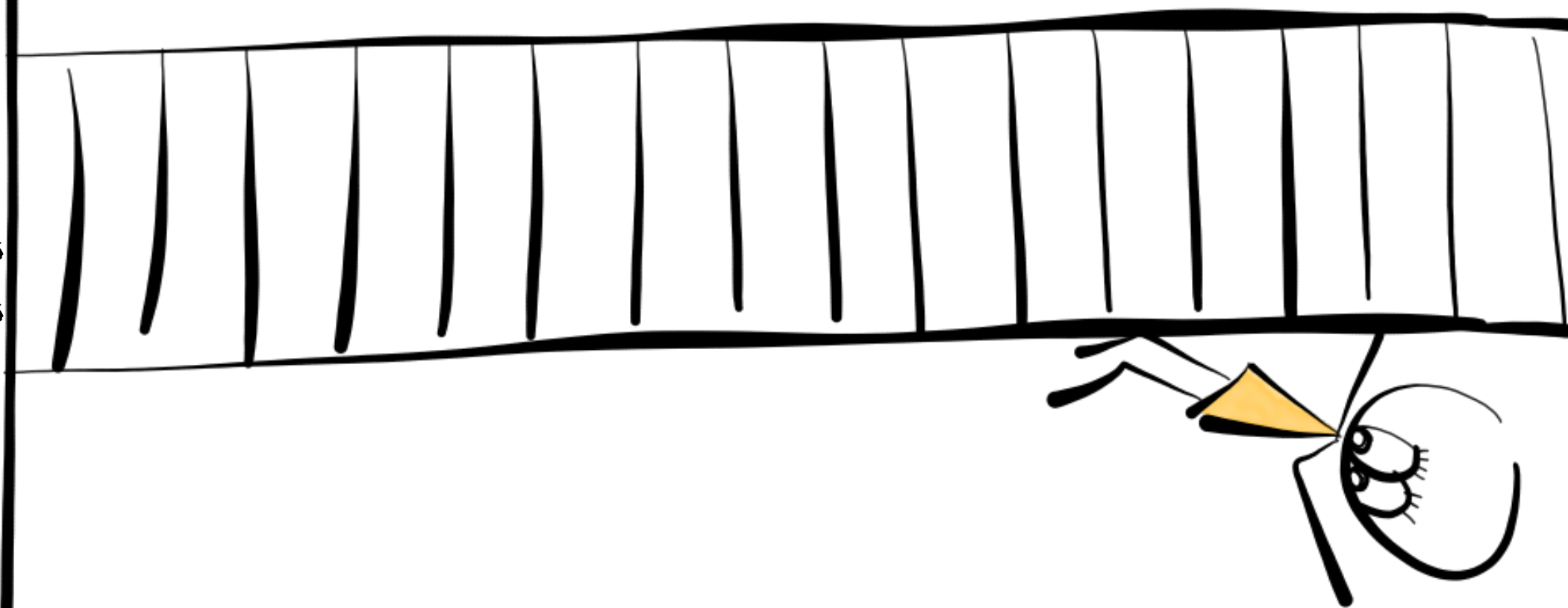


- 3 minutes no judgement.
- Everything is possible.
- Ideakiller = punishment of coming up with 2 new ideas.
- After 3 minutes, select (small parts) of the ideas.



Boldness
(Why thinking)

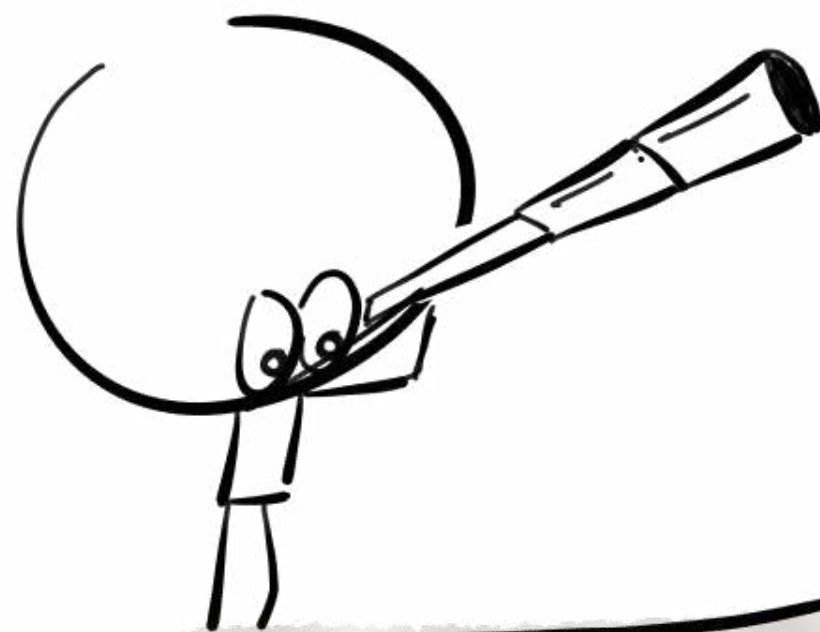
Time and effort



'GiGa-dream'



- Unlimited budget
- Lots of time
- Maximum support



Look at the world from a different perspective.
Imagine.

YES

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THINK IN ALTERNATIVES

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WHAT IF?

WHAT WOULD A CHILD SAY?

IMAGINE



WHAT IF?

IMAGINE

WHAT IF?

IMAGINE

IMAGINE

IMAGINE

IMAGINE

IMAGINE

IMAGINE

IMAGINE

IMAGINE

Good



\$ glasses method

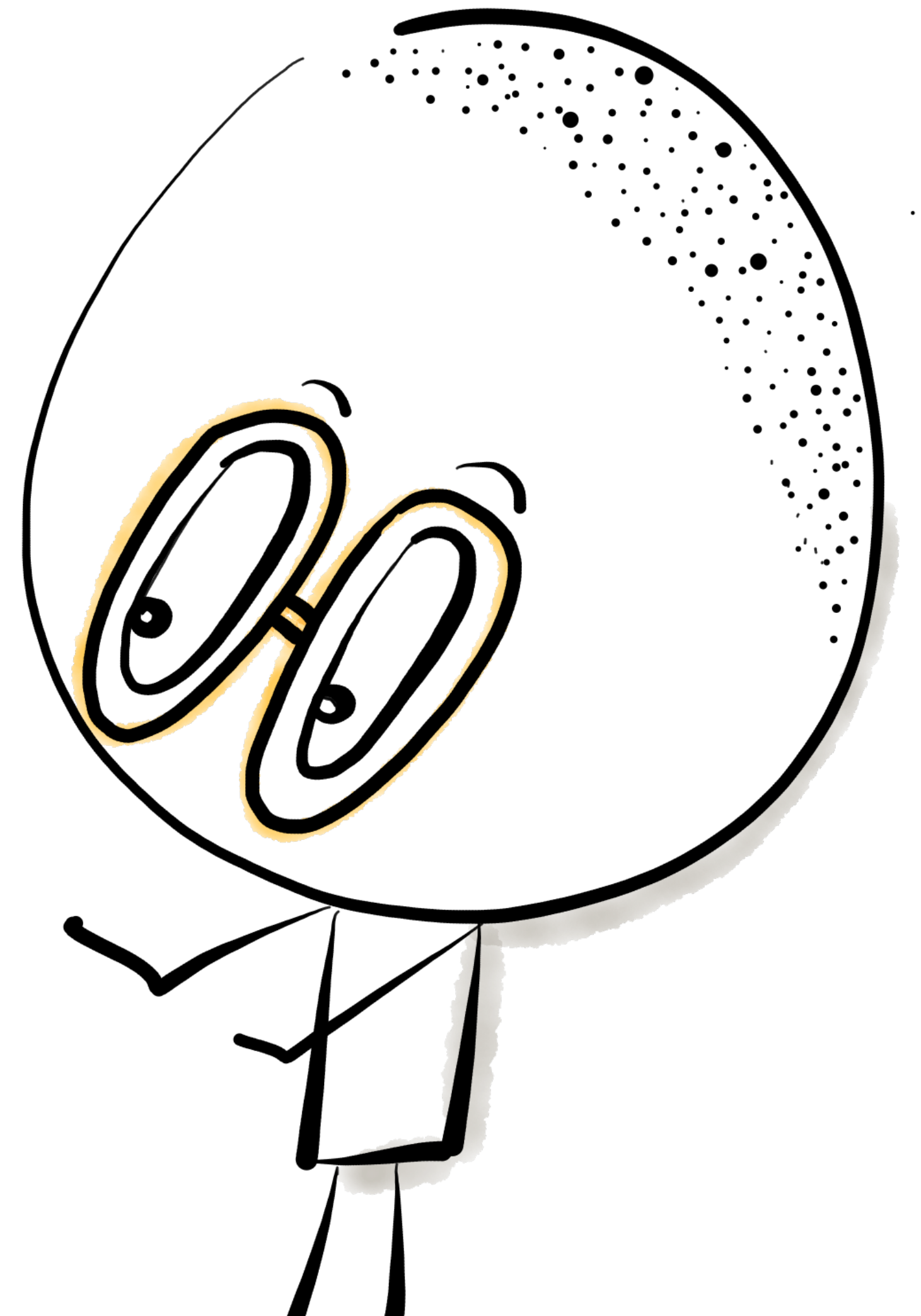
≠ colleague

≠ function

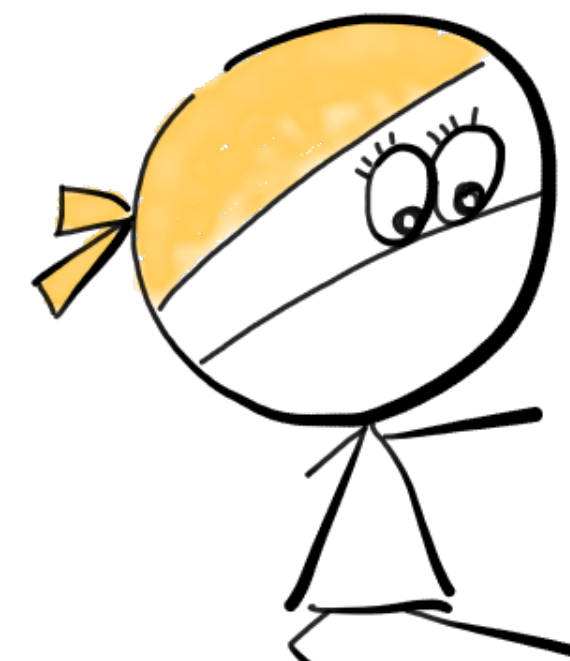
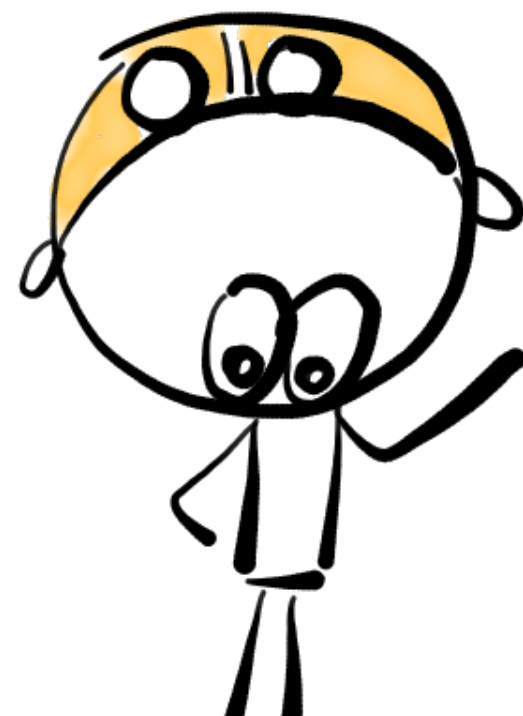
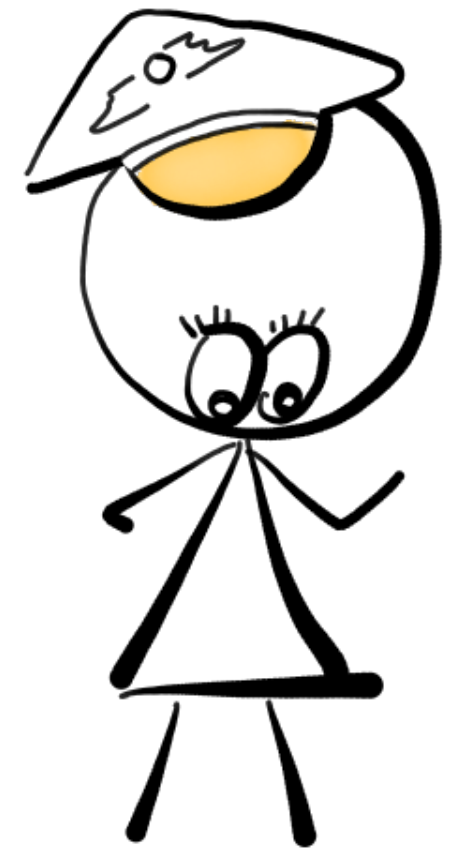
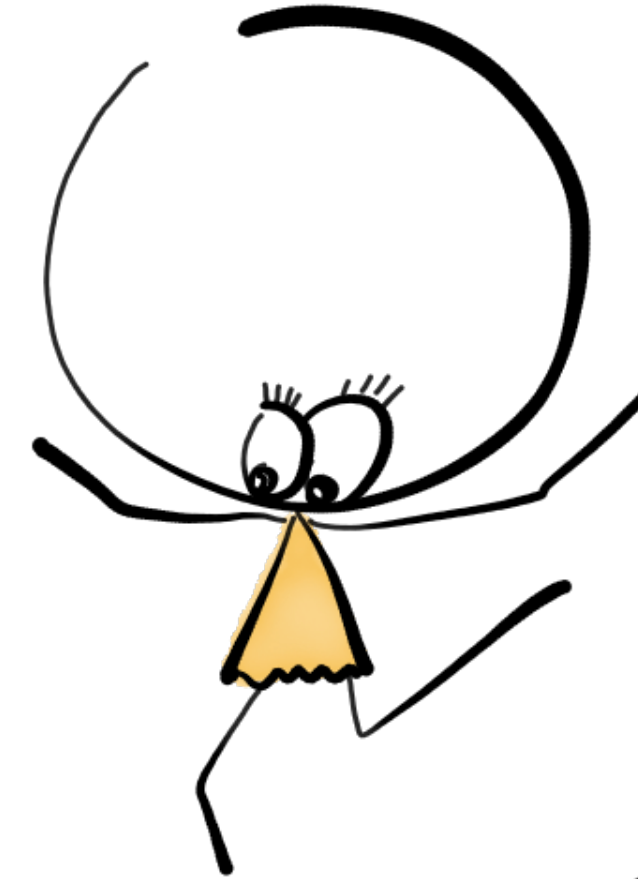
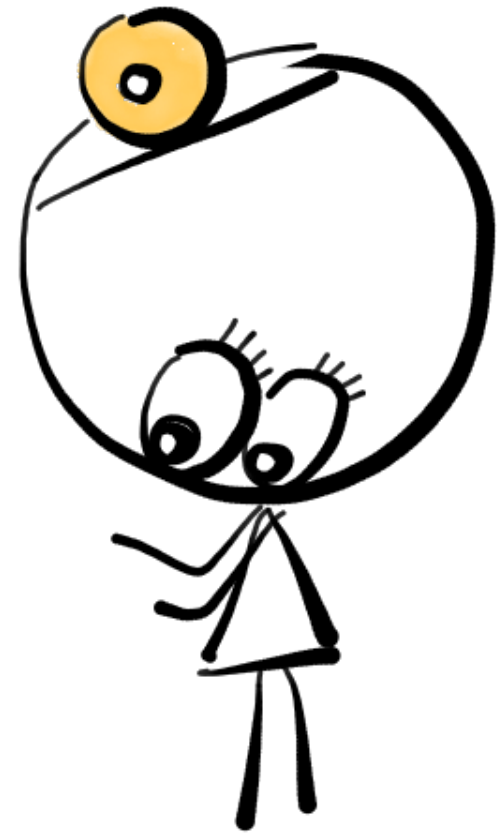
≠ organisation

≠ industry

≠ perspective



Cross Industry Innovation





KICKSTARTER



CATERPILLAR



L'ORÉAL
PARIS



Nintendo



Coca-Cola

swatch

Disney

Colgate



SAMSUNG

Emirates



facebook

KHANACADEMY

Google



Gillette



Baidu

Duke



Johnson & Johnson

aps ASIA PROFESSIONAL SPEAKERS
SINGAPORE



High-Tech Gründerfonds

Microsoft

Levi's

LOUIS VUITTON

KRAFT

SONY

ecover
Get nature on your side.

FUJIFILM

Kellogg's



TurnKey
Business Events

Ray-Ban

AirAsia

TIME

idea DJ
real time visual support for events

VISA

Adobe

Virgin

TATA



PIXAR

ebay



NSA
NATIONAL SPEAKERS ASSOCIATION

DESSO



W

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D

?

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NO IDEAKILLER

KNOW THAT THE IMPOSSIBLE IS OUT OF THE BOX OF BELIEVE 2008
CLUB

Get into action.
Experiment.

AND

AND A SIXTH,
AND A NINETY NINTH.

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A NEARLING IS A POSITIVE WORD FOR SOMETHING NEW THAT WAS DONE WITH THE RIGHT INTENTIONS, WHICH HAS NOT -YET- LED TO THE RIGHT RESULTS.

SHOW UP IN THE ARENA
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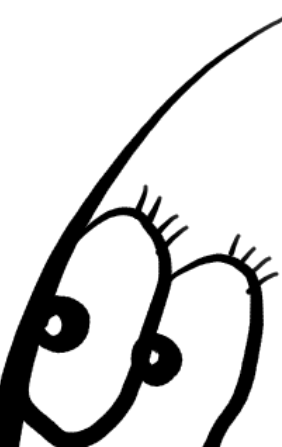
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FAIL FAST, OFTEN AND FORWARD
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CHOOSE LIFE

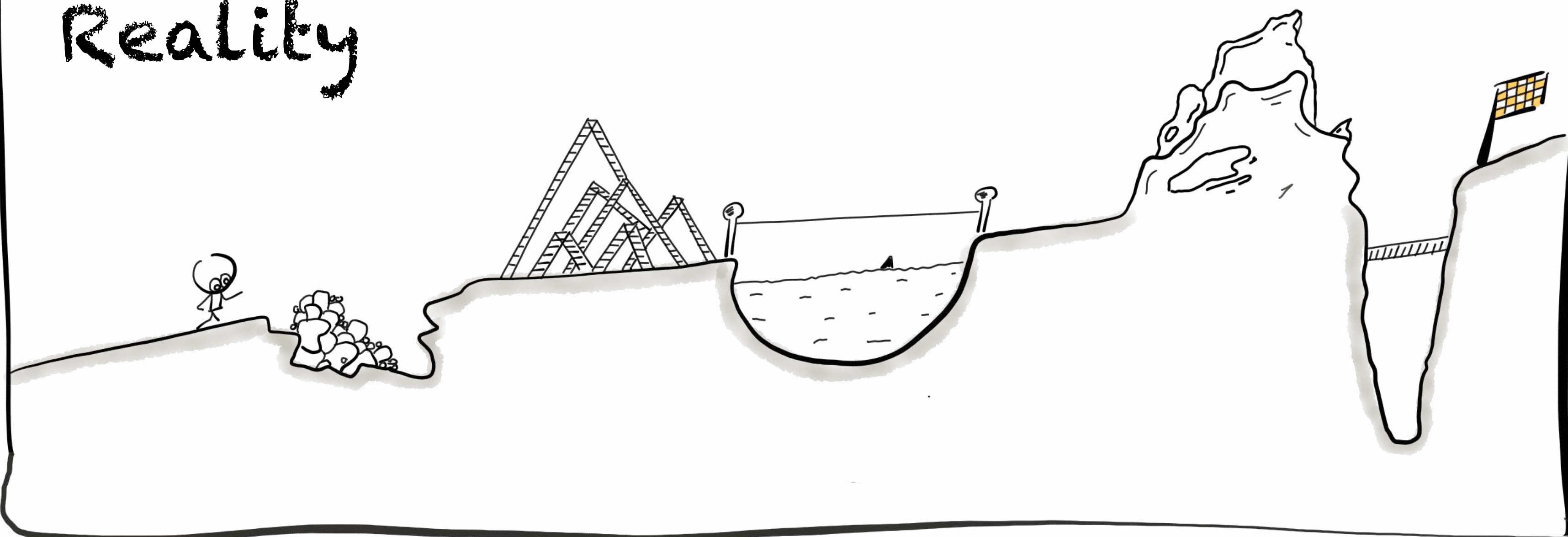
NOW



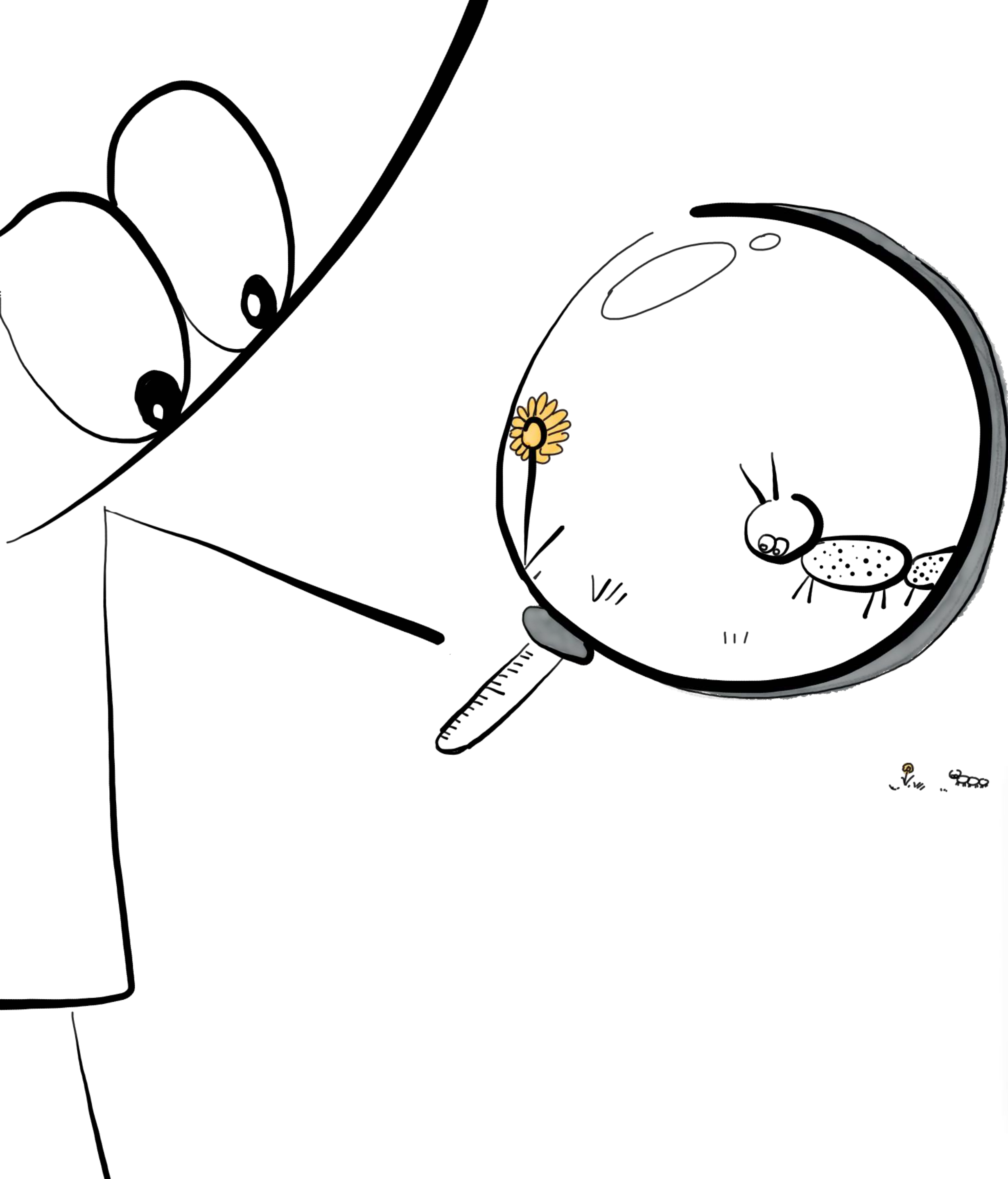
Your plan



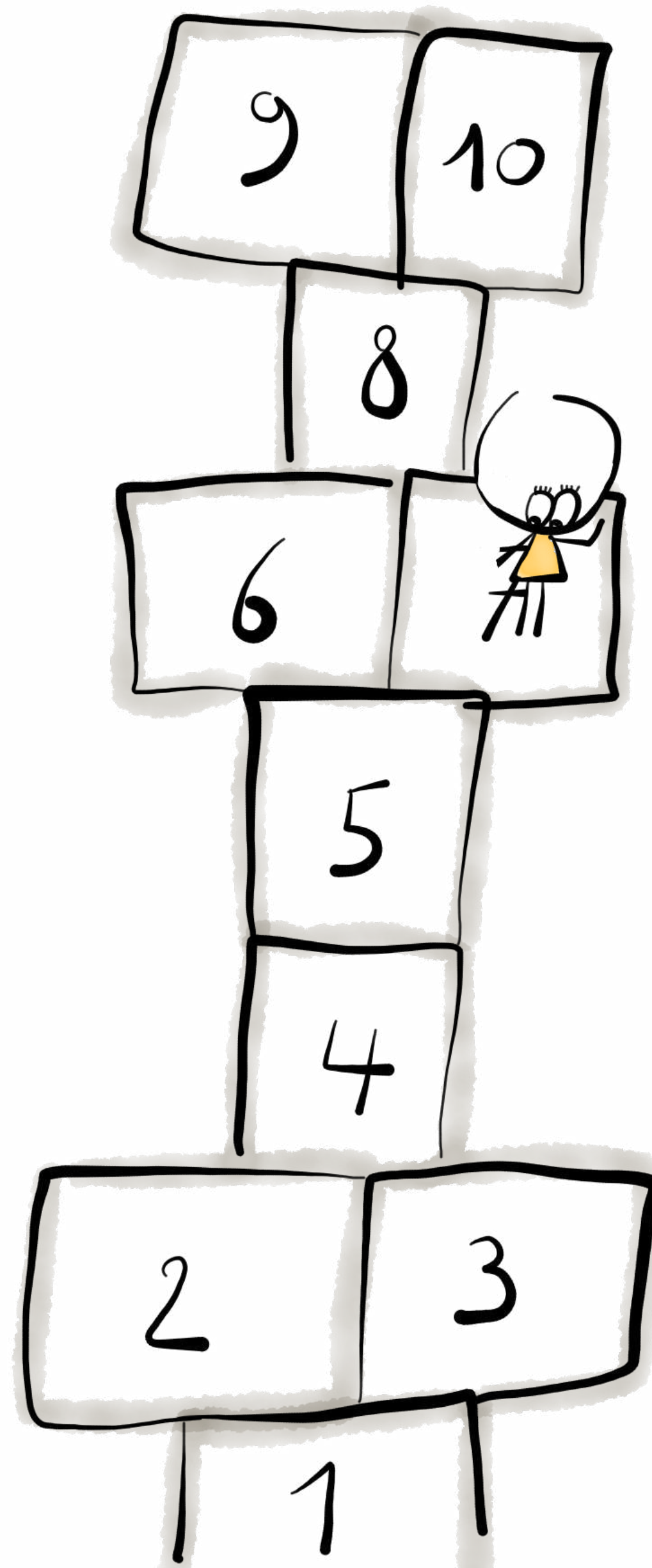
Reality



'NaNo-action'

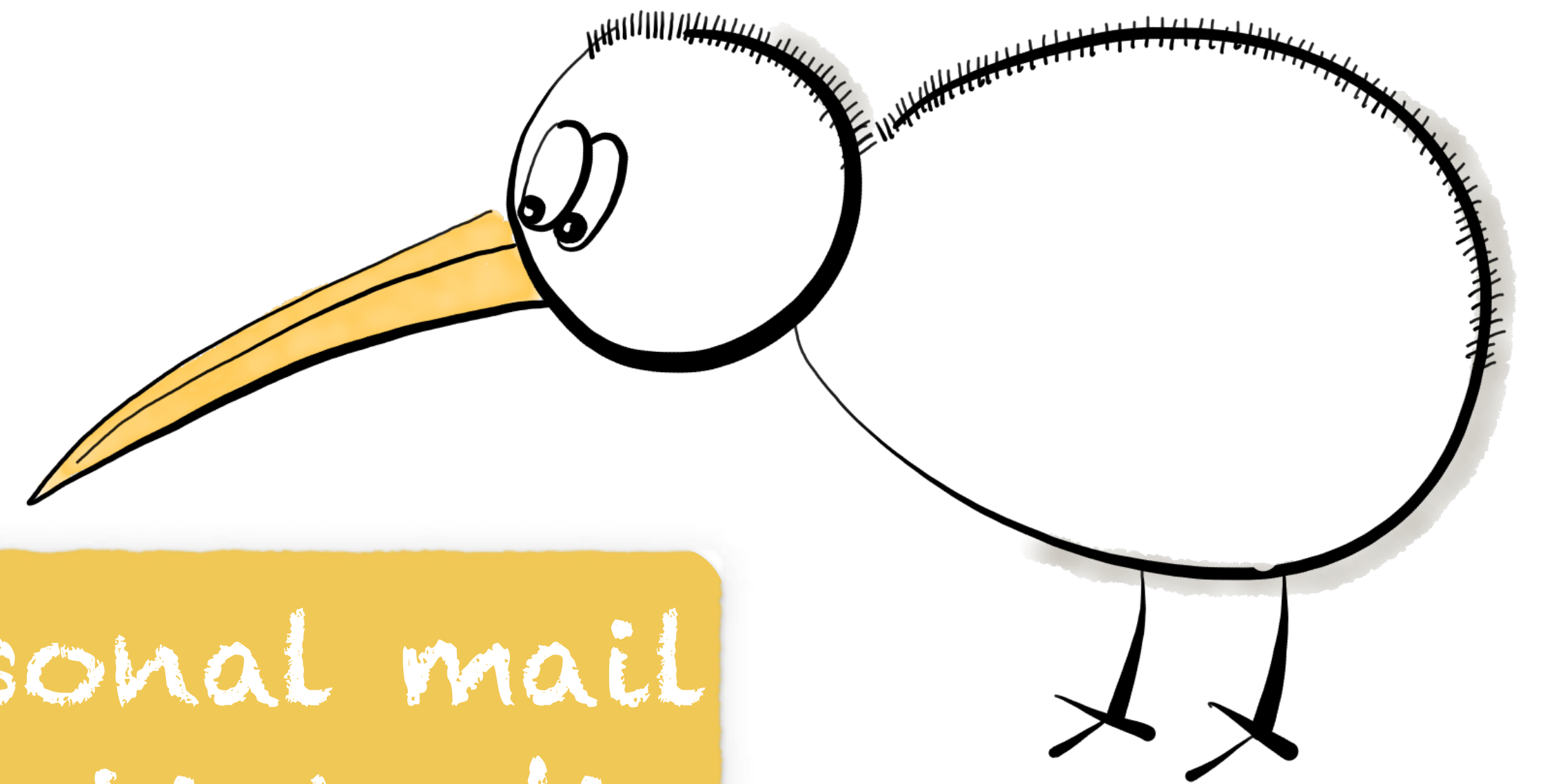


- Limited budget
(max 10 \$)
- Limited time
(max 1 hour)



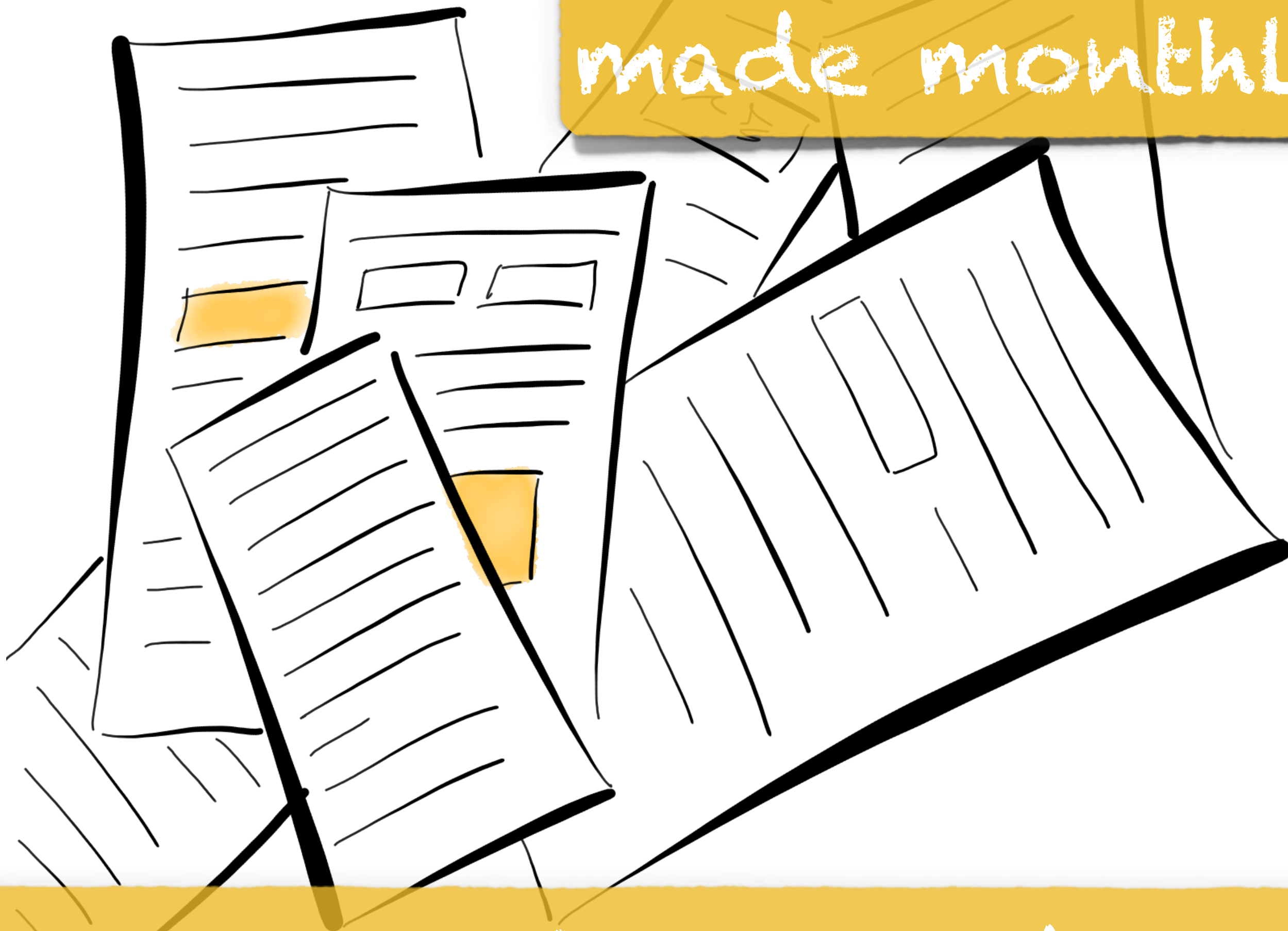
What's the first, small step that you can take - within 48 hours - to check if the idea has potential?

GiGa Dream: Give presentations in
New Zealand



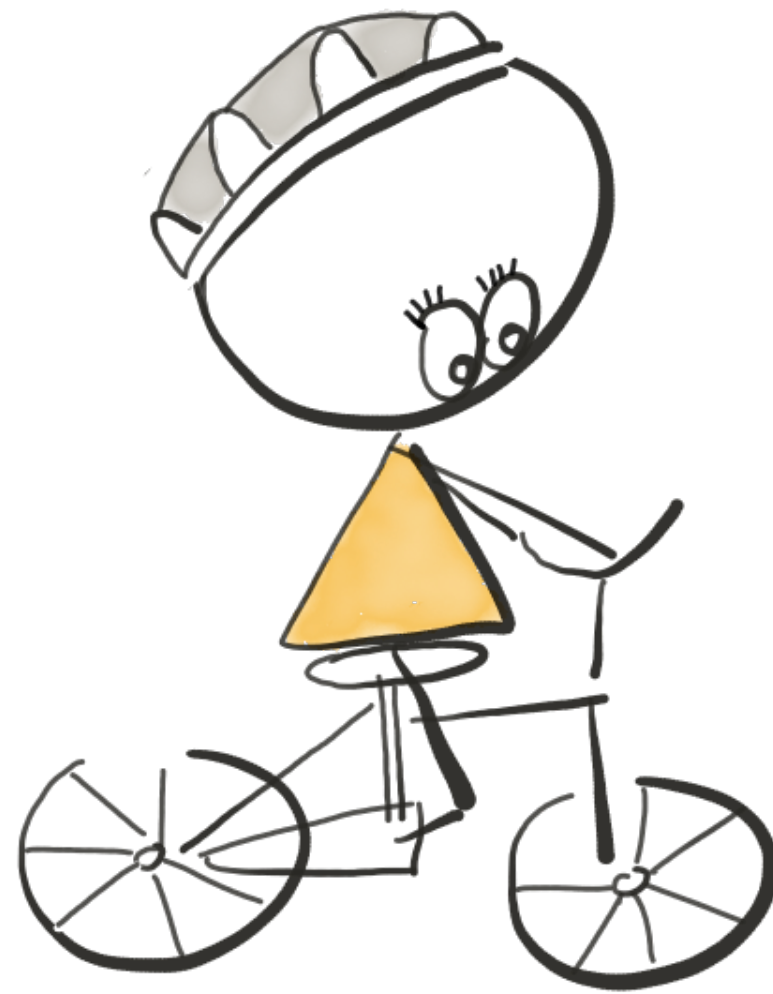
NaNo action: Send a personal mail
to 10 people on LinkedIn

GiGa Dream: A simplified tailor-made monthly report

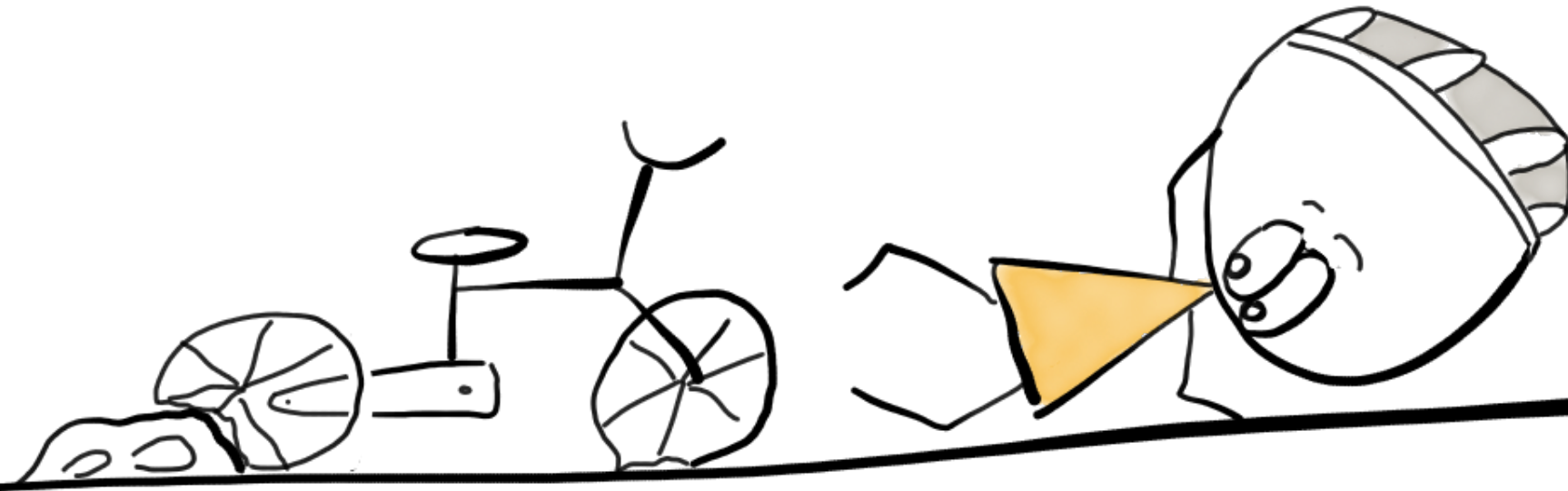


NaNo action: send one department the same report as last month (only change first page) and wait for reaction.

And sometimes it's a nearling!

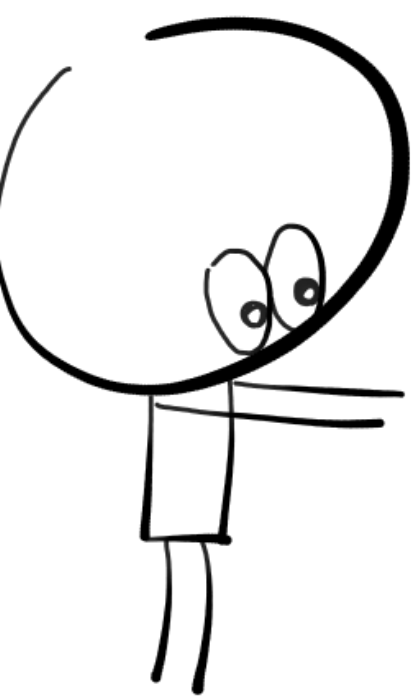


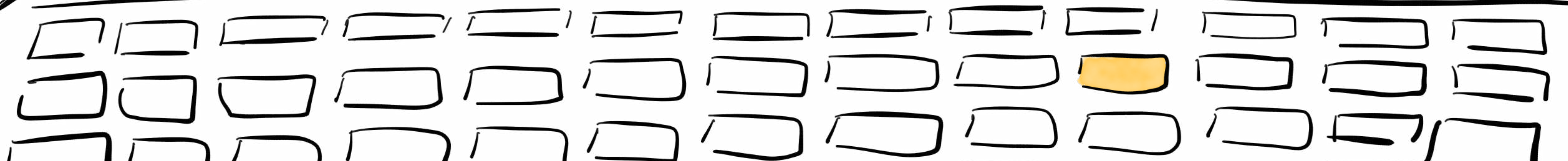
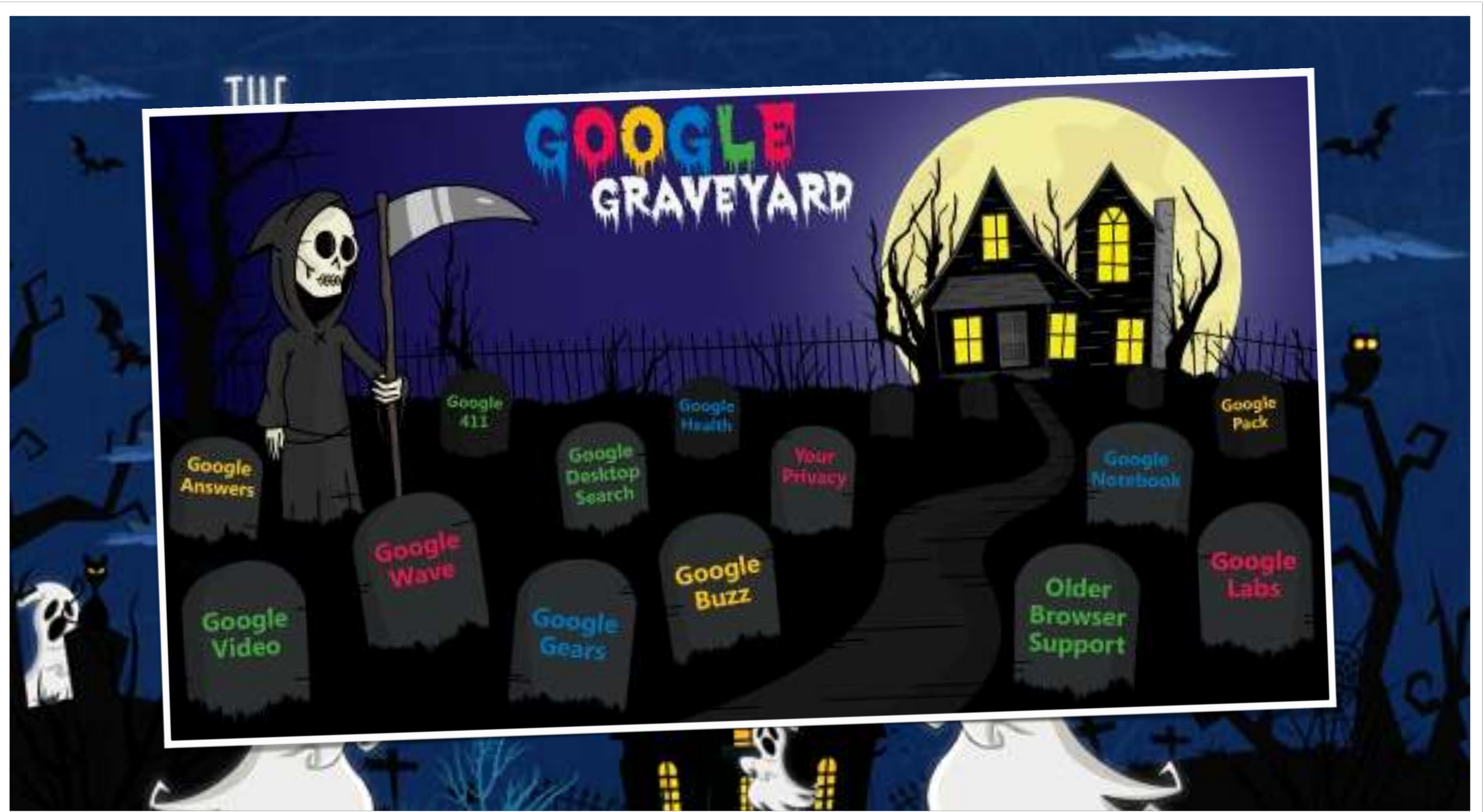
"A **nearling** is a positive word for something that you did with the right intentions, which has not (yet) led to the right result."

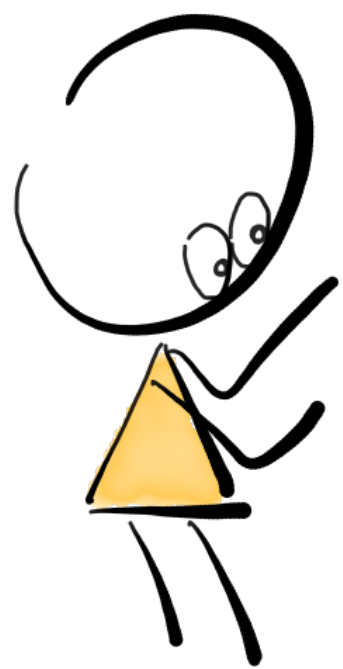


Be proud of your nearlings!

1. You started an initiative
2. You learned something from it
3. You may have moved others
4. Maybe it led you to something that was successful
5. You need many nearlings, for a few successes







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N O W

**Let's change the
world**

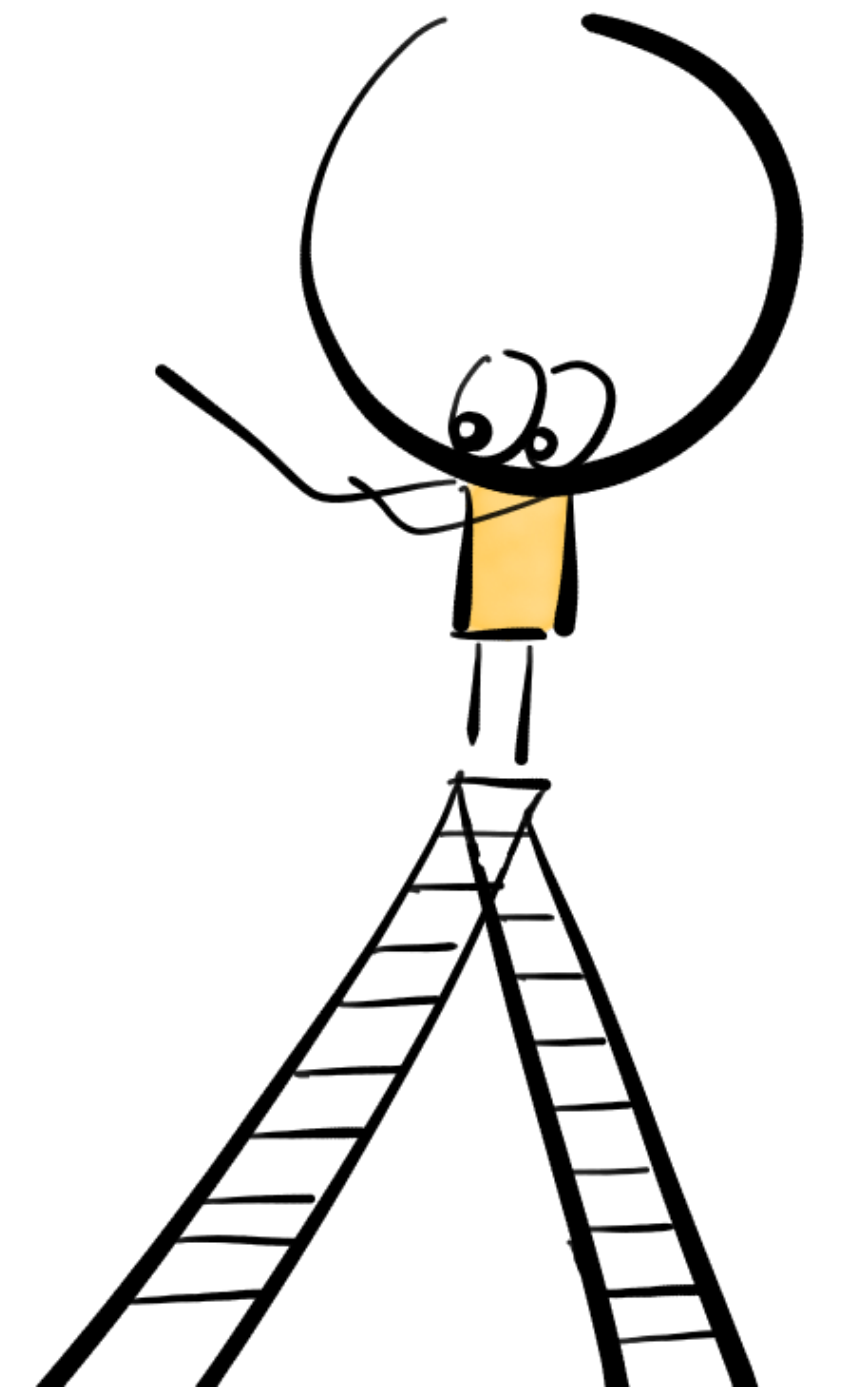


**Start with
your own
mindset**

tomorrow

(noun)

a mystical land where 99% of all
human productivity, motivation and
achievement is stored





Thank you

www.cyrielkortleven.com or www.cyrilshortlife.com