



United Way
of Greater St. Louis

MEMBER AGENCY STRATEGIC TRANSITION PLANNING SERIES

Session #7 Overview – Developing a Culture of Innovation: Encouraging Intrapreneurship within Agencies

November 30, 2018 | 9:00 a.m. – noon | Joseph T. Steensma

DEVELOPING A CULTURE OF INNOVATION

We know that change is inevitable and that people vary in how they embrace or resist change. This will be an interactive workshop to help you identify and harness the innovative capacity of your agency. The presenter will share a process for developing systems that encourages and rewards entrepreneurial thinking. One of the primary objectives of the workshop is to help agencies leverage their existing organizational culture to develop, test, and deliver innovation to clients and stakeholders.

Special Instructions: Bring to the workshop five words that describe your agency's organizational culture.

Target Audience: Board members, Executive Directors and other organizational leaders initiating or cultivating change.

Learning Objectives:

- Participants will improve knowledge about conditions that inspire and stimulate innovation.
- Participants will better understand how to go about defining a problem or opportunity.
- Participants will gain insight about methods of generating ideas, experimenting, testing and delivering innovation.
- Participants will advance learning about supportive roles and key approaches to innovation.

Key Concepts:

- Systematic Innovation Process
- Conceptual innovation framework & tools, including DMAIC (define, measure, analyze, improve & control)
- The Innovative Genome
- Key approaches, cultures and techniques to Innovation

Concept Application/Small Group Exercises: Participants will: 1) understand the requisite attributes for an innovative organization and which of these attributes their agencies possess; 2) identify their agency's strong hand in approaching innovation; and 3) develop Lean Innovation Ideas and road map of processes.

Racial Equity Lens Application: The innovation process should include not only organizational stakeholders who have positional authority and are accountable for institutional outcomes, but also those impacted by agency decision-making and programmatic investments. The latter group is often not part of planning efforts and has critical insights about the agency's problems and opportunities, as well as its value and waste.

Major Take-Aways by Participants: (1) Take risks, make it ok to fail; when not working, move on; consider it a win or learning experience, not loss or failure; (2) Develop systems/processes that encourage and support innovation; learn to celebrate the process, not solely outcome; (3) Identify areas and root causes of waste/redundancies; consider stopping something.

Key Concepts in Common with Other Sessions: Session #1 SWOT Analysis, #6 Change Management, #8 Visioning & Strategic Direction & #s 9-12 Exploring Resources

To Learn More:

The Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts and Cultures
Leading Innovation: How to Jump Start Your Organization's Growth Engine

About the Presenter:

Joseph T. Steensma, EdD, MPH, CIH is Professor of Environmental Health and Social Entrepreneurship at the Brown School, Scholar of the Institute for Public Health Biodiversity Fellow, Living Earth Collaborative at Washington University and Senior Scholar of Global Good Fund in Washington, DC. As a practitioner of public health, Joe has spent his career bringing impactful health solutions to market -- translating the science into marketable and sustainable goods and services that improve the human condition. In his role as Professor of Practice, Joe also teaches environmental health, biostatistics & social entrepreneurship.