

Think Outside the Building: Innovating Your Future

Patrick Ibarra, The Mejorando Group



INNOVATION



JNNQVATLQN



3



*Are you
learning as fast
as the world is
changing?*



4



Today's Presenter



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5



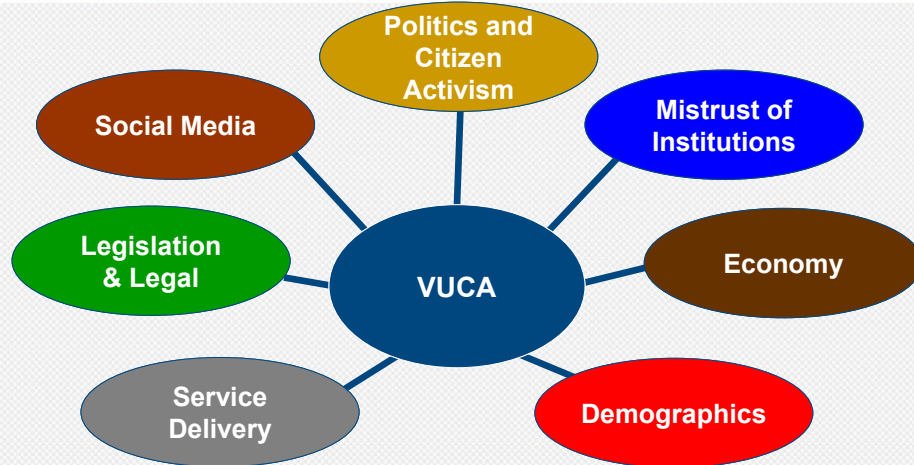
*Do you and your
employees have
a **Job** or a **Role**?*



6



Future Factors



Innovation has to do with **new value**, not necessarily new things.

Role of Government

*To serve as the
Protagonist for a
Better Quality
of Life*



9



*Resources are no
substitute for
Resourcefulness.*



10



Are these Innovative nowadays?

- ❖ Elvis Presley
- ❖ Jet travel
- ❖ Television remote control
- ❖ Email
- ❖ Facebook
- ❖ The Internet

***What
business
are we in?***



Chief Experience Officer



15



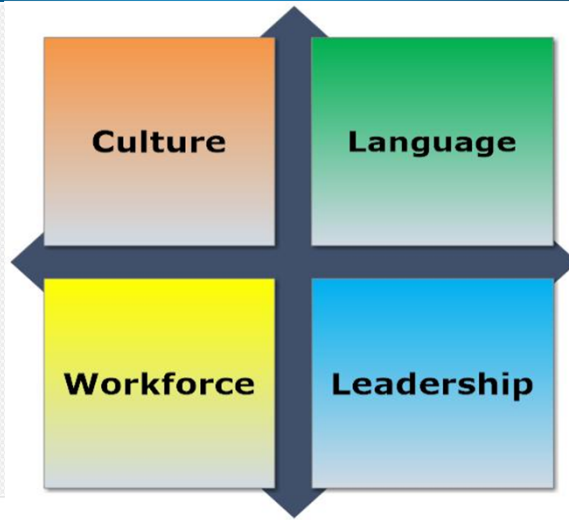
***How do your
consumers feel
about doing
business with
your organization?***



16



Four Drivers of Innovation



Our language...

- | | |
|-------------------|-------------------------|
| 1. Public meeting | 1. Passion |
| 2. Ordinance | 2. Imagination |
| 3. Budget | 3. Pride |
| 4. City Council | 4. Innovation |
| 5. Service | 5. Discretion |
| 6. Media | 6. Think different |
| 7. Labor Unions | 7. 100 things 1% better |
| 8. Citizens | 8. Results |
| 9. Report | 9. Explore |
| 10. Next... | 10. Entrepreneurial |

“We’ve Always Done It This Way”	“Let’s try a different way”
Event	Process
If it’s not broken, it’s fine	Break lots of things
Settling for standard answers	Questioning
Failure	Mistake
Suggestion box	Traffic in ideas
Committee	What’s new, what’s next
Comfort	Curiosity
Conformity	Creativity
Predictability	Progress
Leaders responsible for new ideas	Everyone is responsible for new ideas
Empowerment is a program	Empowerment is a principle
Bureaucrats	Pirates
Compliance	Commitment
Risk averse	Risk tolerant
Rules	Results
Policies	Principles
Best practices	Next practices



Fill in the blanks

*“Don’t bring me
_____;
bring me _____.”*



21



***Do you want
Commitment or
Compliance?***



22



New Employer-Employee Contract

- Productive
- Engaging
- Enjoyable work experience



*How do your
employees **feel**
about where
they work?*

Rocks ↓	Rock Solid ↔ ?	Rock Stars ↑
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25

LEAGUE OF CALIFORNIA CITIES

What is Culture?

- ***Attitudes are the ways people think and feel that affect behavior.***
- ***Language is the words people use to describe their thoughts and feelings.***
- ***Behavior is the ways people act.***

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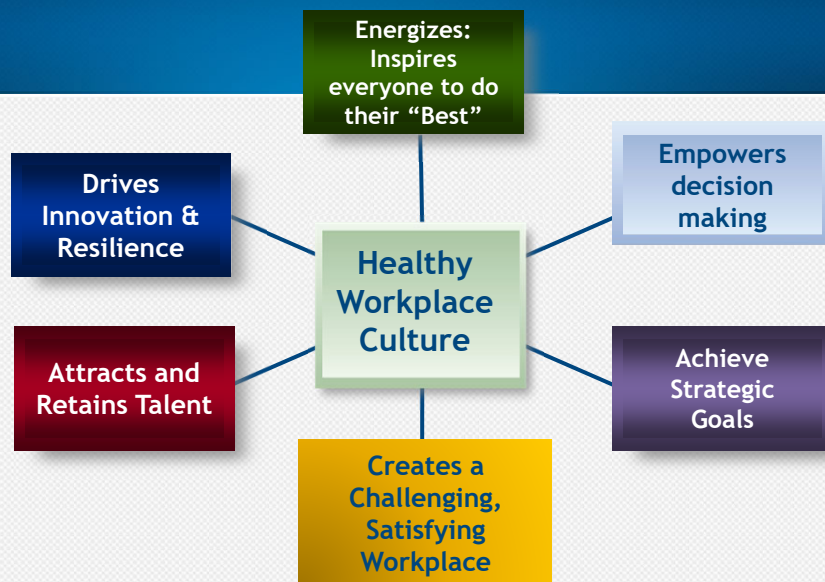
26

LEAGUE OF CALIFORNIA CITIES

***Creative,
collaborative
conversations
foster a culture of
Innovation.***



27



28



Innovators traffic in Ideas



29



How do you
amplify human
imagination?



30



Ideas Generator Strategies

Virtual
Idea
Lounge

Virtual
Training

Guest
Speakers

Attend a
Webinar

Rename
Conference
Rooms

Virtual
Field
Trips

Book
Club

Host
Employees

Question
the Status
Quo



31



***Stop tightening
your belts and
instead, change
your pants!***

-Me



32



