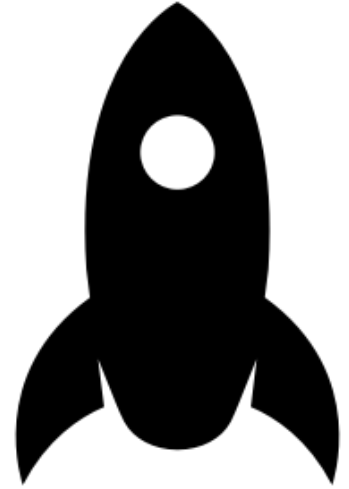
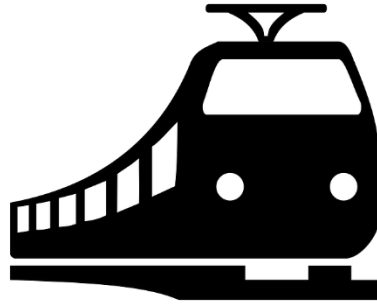


Innovation

It's not what you
think

Many companies attempt group wide innovation initiatives. Others leave it at a grass roots level. But everyone thinks technology has a leading role to play.

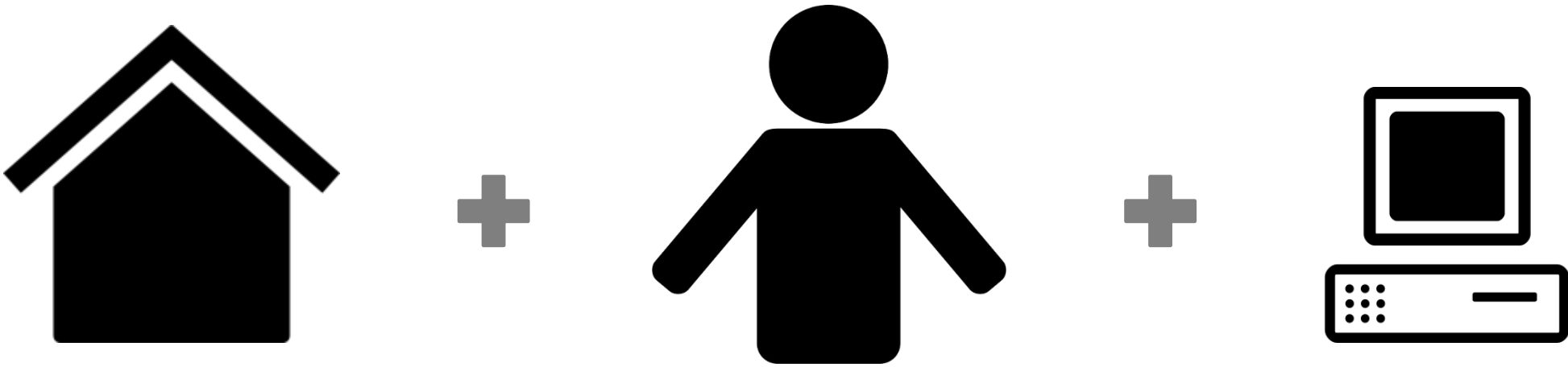


It's true that technology has done some great things.





But what is always forgotten is that the technology is only as good as the people who put it there.



If in any doubt where innovation comes from within a company, sack all the people but leave the lights on and systems running and you'll quickly find out. The only innovation left will be organic decay.

So why not simply remove the constraints to motivated, happy employees and let them get on with designing the products they'd love to use themselves, because others will too.



What do we know for certain about our own experience at work?
It's simply that we will only ever know our own experience, and
our experience is deeply personal to us.



Our experience is ever changing by the minute, hour, day, week etc.

And a lot of how we feel is unpleasant and not desirable.

So what we try to do is manage our own internal experience into something else.



We constantly rationalise stuff mentally or achieve stuff externally to avoid certain feelings and obtain more pleasurable states. Like trying to constantly balance a set of broken scales.

Hard constraints to innovation



Many people have feelings and experiences so painful they are hidden away in a place called the personal “locked box”. These feelings are directly related to fear and a primal instinct to survive. On the occasions they do arise, our behaviour is deeply affected and innovation impossible.

Soft constraints to innovation



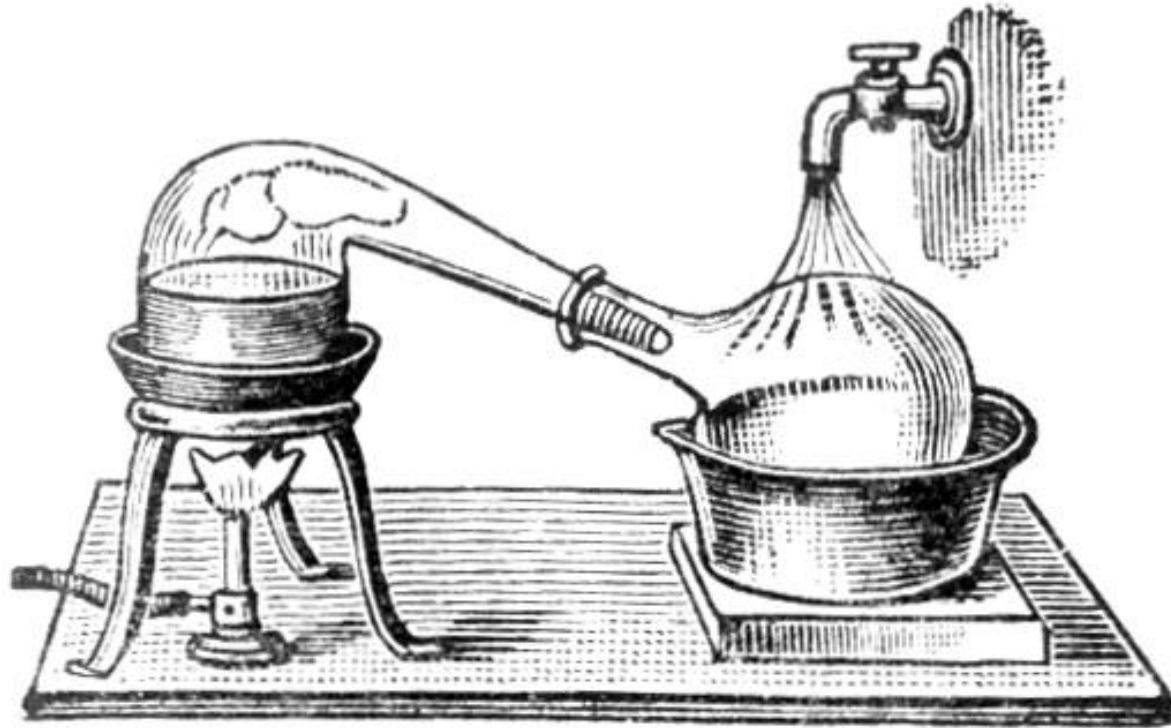
Daily life involves busily chasing certain feelings and different experiences. It's like being on automatic pilot, moving forward but largely unaware. This is also a hindrance to innovation.

These are the key ingredients for motivated,
happy employees, and also the conditions for
lasting innovation:

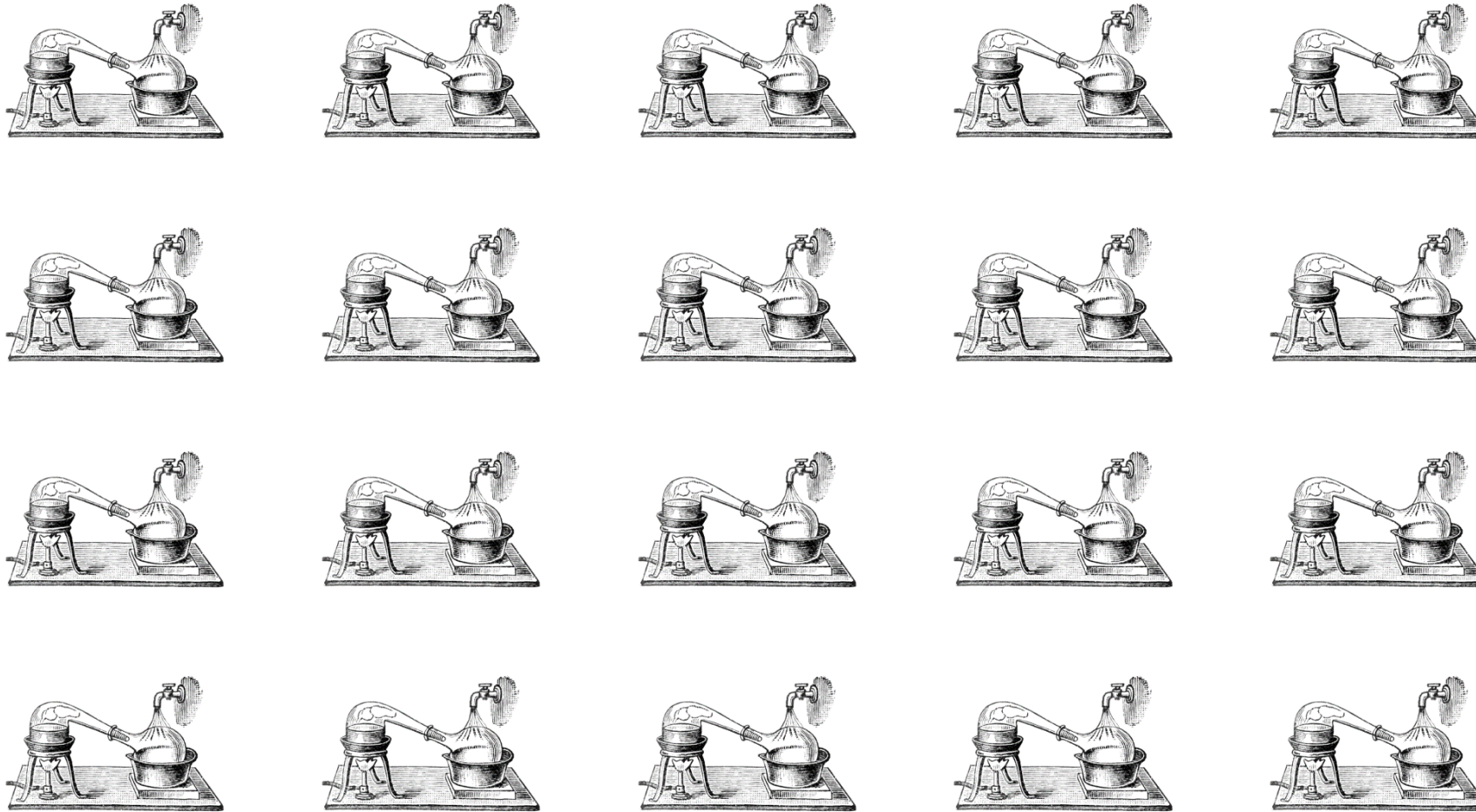
Freedom

Flexibility

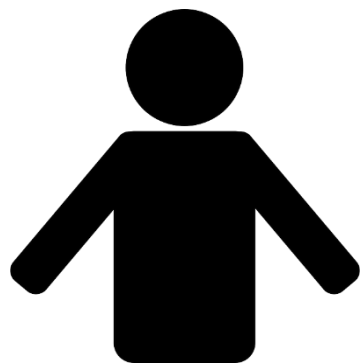
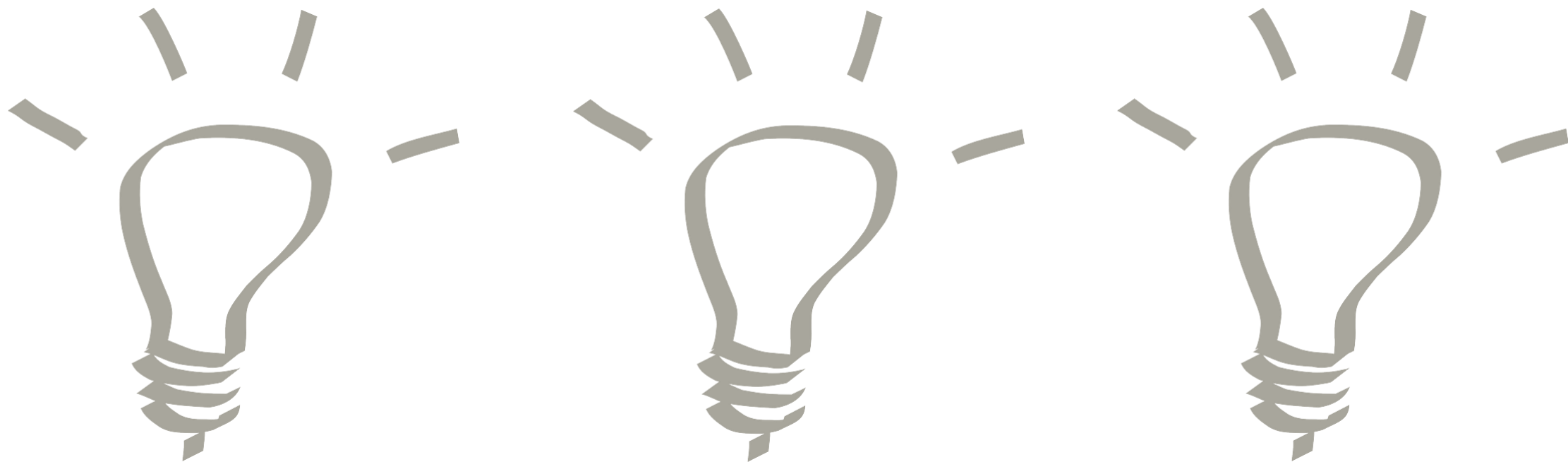
Control



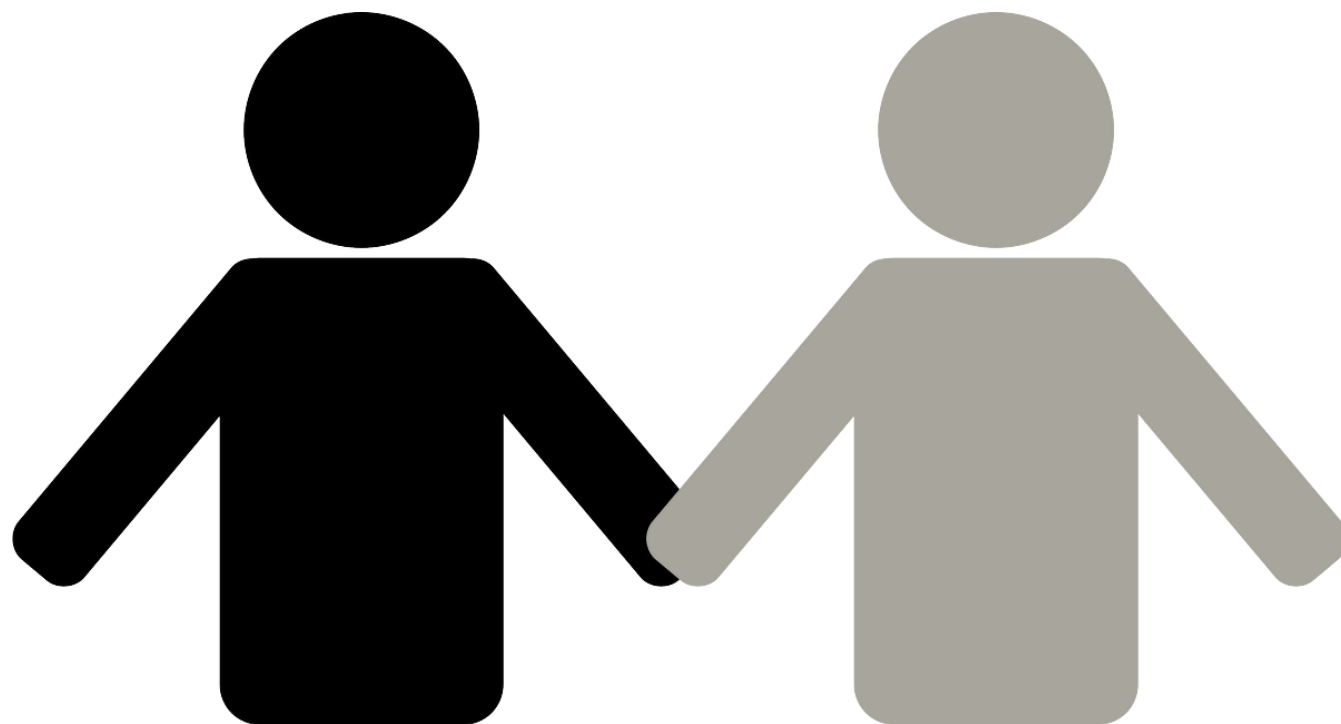
Every employee needs to experiment with their own personal working conditions. To learn for themselves what they need for peak performance.



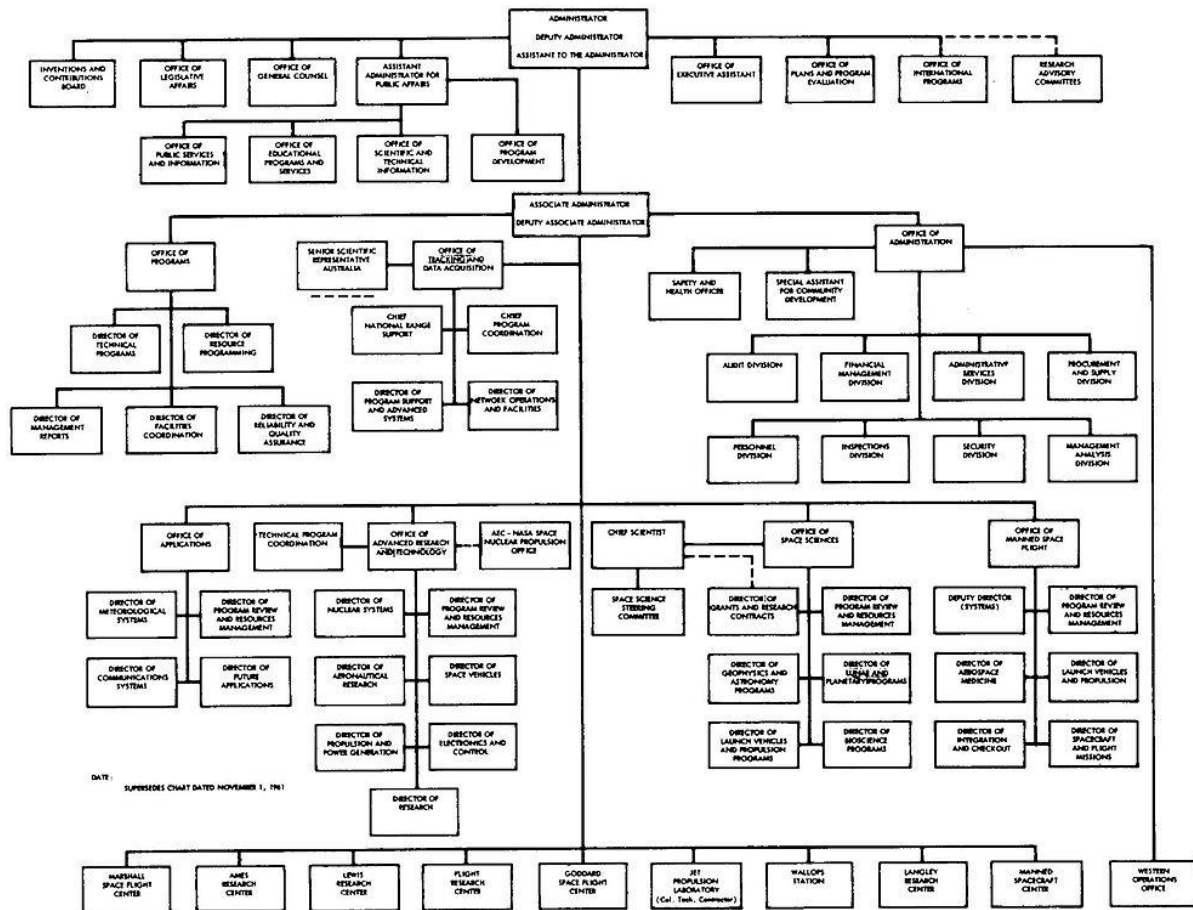
Lots and lots of experiments are needed, because learning takes time and it's fun too.



Every so often insights of pure genius will occur from unexpected places simply due to having the time and space to conduct the experiments.



Freedom to experiment will bring periodic, temporary pain to the individual as they get to look inside and experience themselves more fully. Good support and guidance is necessary.



The correct organisational structure for employee happiness and innovation is critical but not easy to come by.

Does this stuff really work?

Yes, watch the video to see how this philosophy was put into practice at a city based corporate bank...

You Tube – [A New Way of Working](#)

Some companies have even adopted this deck as the basis of their employee handbook, or as an appendix to it. It was even written as a collaborative endeavour.

Please get in touch to find out more



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