

PREVIEW GUIDE



free radicals OF INNOVATION



Hosted by
Robert L. Newhart II



Exercises, Tools, and Interviews with Serial Innovators

NINE HOW-TO PROGRAMS FROM THE AUTHORITY ON INNOVATION



INNOVATION
CENTER.ORG®

free radicals OF INNOVATION

PREVIEW GUIDE

The Free Radicals of Innovation Preview Guide.

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Getting the Most out of the Preview Guide

Thank you for previewing the Free Radicals of Innovation

With some 70 minutes of video content, the *Free Radicals of Innovation* is really nine videos in one. In this preview guide you will find a quick overview of the key concepts from the nine videos, along with sample pages from the Leader's Guide and the participant Workbook.

Materials Included with Purchase

DVD or VHS, *Bits & Pieces* CD-ROM, Leader's Guide, Workbook, PowerPoint and KeyNote presentations, Transcripts, Pocket Reminder Cards, Exercise worksheets.

If you would be interested in seeing additional support materials, please contact Star Thrower at (800) 242-3220.

LENGTH	71 Minutes Nine distinct programs ranging from 4 to 15 minutes
PURCHASE PRICE	\$695.00
RENTAL PRICE	\$200.00
PREVIEW PRICE	Free

Industry Discounts

Government, Education, Nonprofit, Consultant

Quantity Discounts

Every additional purchase of Free Radicals of Innovation by the same organization is discounted 50% off the list price. This discount is valid for one year after the purchase date.



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Welcome to Free Radicals of Innovation

Thank you for your interest in the Free Radicals of Innovation

In this package of 9 training videos, I share secrets I have confirmed in conversations with over 50 serial innovators from a variety of diverse backgrounds and interests. Many of these innovators appear in the Free Radicals of Innovation videos.

Taken as a totality, the 9 video segments provide the ingredients for a secret sauce of innovation. You can add ingredients, change the portions, and mix your own way.

These videos are dedicated to people who want to use creativity and innovation to accelerate finding solutions to human problems.

Free Radicals?

The metaphor comes from the medical biological field. Your body naturally produces lots of free radicals. They are essential to normal metabolism, and without them, you would die. However, free radicals can also be very dangerous, causing cancer and other diseases.

Innovation is similar. Our future depends on innovation. Yet relatively few actively pursue it because it's inherent risks induce a fear of failure that can stifle creativity.

In the Free Radicals of Innovation you will find the antidote – in the form of tools and techniques – for those reluctant to pursue innovation. There are many subtle and not so subtle how-to methods included that you as a trainer can leverage to be long lasting lessons for your participants and their organizations.

I sincerely hope that these videos inspire you to do things that cannot be done.



Robert L. Newhart II
The Innovation Center



Nine Key Concepts

Nine Concepts, 9 Programs

The *Free Radicals of Innovation* video is comprised of nine distinct programs ranging from 4 to 15 minutes.

PROGRAM	CONCEPT	MINUTES
1	Innovate or Die Competing in the world economy on a low-cost basis is no longer a viable option. Innovation is the engine of a vibrant economy.	4
2	Understanding 6P Innovation® Many think of innovation as a new product. Innovation can center around promotion, pricing, place, people, process— and product.	8
3	Overcoming Fear & Managing Risk Most appreciate innovation's importance, but few actively pursue it because the inherent risks induce a fear of failure, stifling creativity.	5
4	Preparing Your Mind When you refuse to accept the obvious, you've taken your first step toward innovation.	11
5	Building an Innovation Toolbox With the right gear, you can prepare your mind for great leaps of inspiration.	15
6	Inventing the Future Success depends on the ability to continually think, rethink, and reinvent strategies, models, structures, systems, and relationships.	7
7	Creating a Culture of Innovation Venture Capitalists view thousands of unsolicited proposals each year. How many proposals do you see each year?	9
8	Collaborating by Leveraging Diversity For innovators, what really matters is diversity of thought— different points of view. None of us are as smart as all of us..	7
9	What's <i>Your</i> Problem? It's two questions. One: what is the issue or problem you need to address? Two: what are <i>you</i> going to do about it?	5

The material can be presented as:

- one continuous piece delivered in one day with major breaks for exercises and discussion;
- separate pieces delivered on separate occasions; or
- several pieces threaded together for a half-day session

About the Innovation Center

Are you and your organization learning as fast as the world is changing?

Today, success depends on your ability to continually think, re-think, and re-invent. Challenging times require innovative thought. Successful organizations invest serious resources, time, research and development into innovation. They know that innovation speeds product development, improves quality, and ignites genuine excitement in employees and customers.

Innovation doesn't just happen

It requires an intentional process. At the Innovation Center we've distilled the secret sauce of innovation. We know how to speed innovation along, make it more efficient, and weave it into the fabric of an organization's everyday activities.

We believe that anyone can learn to innovate

Our **workshop trainings** teach the proven techniques of intentional innovation. We assist organizations to weave innovation into their everyday activities to consistently inspire the best from everyone on their team.

We produce **interactive experiences** that we call i2F (**Innovate to the Future**). These events blend innovative techniques with carefully selected exercises and tools including compelling audio and video material. Our approach is based on years of solid proven behavioral science. It optimizes precious event time and keeps participants engaged and thinking.

Our **sessions and engagements** are immersive, entertaining, no-holds-barred journeys that deliver surprising new solutions.

In addition to our own invigorating public seminars we are available to speak at conferences, trade shows, and other **keynote events**.

Many **innovation tools** are available from our website (innovationcenter.org) including:

- **the iBox** — a unique tool that can trigger unexpected connections through free association.
- **Memorable Innovation Quotes** — great innovators provide great perspectives. Inspire your staff and guests with our poster series. Perfect for boardrooms, offices, and hallways.
- **The Shower PDA** — nearly every serial innovator admits to realizing many of their best ideas while taking a shower. Based on a scuba diving slate, the Shower PDA lets you capture ideas while showering.
- **iFlow Software** — iFlow Software makes it easy to manage your idea inventory, categorize, prioritize, and track your ideas from concept to proposal.



**INNOVATION
CENTER.ORG**

The Innovation Center

is a non-profit think tank

Since 1990 the Innovation Center has been helping individuals and organizations discover and launch their future

The Story Behind the Free Radicals

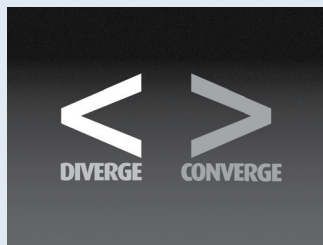
Textures, shapes, scents, flavors...

An effective training program is much like an exquisite meal. It is full of varied textures, shapes, scents, and flavors. I have found that the integration of exercises, war stories, inspirational quotes, humor, lectures, simulations, improvisation, and rich media keeps participants interested and on task—whether it be a simple one-day workshop or year long program, small group or large group, a management team or every employee in the organization, non-profit organization or a Fortune 1000 business.



Further, I discovered early on that when the training material was thoughtfully produced, I could turn routine exercises that I had used for years into compelling explorations that were always on-target. It took less time to make a point. It became faster and more precise than impromptu explanations. I started to add more and more assorted ingredients including multi-media to training sessions—a practice that soon became an efficient model allowing for greater consistency in presentation. This made it easy to concentrate on the important stuff rather than the mechanics of a particular exercise.

In 1990, when the Innovation Center first began doing workshops and seminars about innovation, it paid considerable attention to the volumes of valuable academic research that exists. However, as we gained experience with varied organizations in the field, we found that the usual materials didn't go far enough. There was no cohesiveness. There was no bridge between exposing an issue and offering solid field-tested solutions and how-to examples. And, almost no humor.



What would I want?

That just wouldn't do. We wanted to teach methods that had been field-tested by successful serial innovators. We wanted to be able to explain these concepts by telling vivid stories that imaginatively illustrated how the components and processes of innovation are applied in everyday life.



The evidence is clear that people learn faster and retain information longer when they are entertained. The Innovation Center searched for existing content that we could creatively use to illustrate our points. We looked for material that integrated stories, thought provoking quotes from successful innovators, and stimulating on-target exercises and activities. I had been a customer of Star Thrower and other training video companies for a long time. The existing material out there was good at defining the need to innovate, but light on presenting tried and true methods that anyone could use. None provided the “how” of innovation.

I began to ask myself: *“what would I want as a trainer, or as a participant? How would I like a training program to work?”*

At the Innovation Center, we believe that everyone can innovate. Every year we help hundreds of entrepreneurs and organizations discover and launch their futures one-on-one. Now, it was time to use our unique processes to get the lessons of innovation out to a broader audience. We sought to scale-up our efforts so that the essential lessons of innovation could be readily available to everyone.

Finding the collaborators

The Innovation Center knew the problem, and how it wanted to solve the problem. We needed to create media rich content that sparked trainers and participants to discover and learn.

To do this we needed a collaborator—a collaborator that could help translate our field-tested concepts, ideas, and experiences into practical and accessible content. We needed a collaborator that loves innovation as much as we do. We found such a collaborator in *PureBlend New Media Design Group*.



With PureBlend as a primary collaborator, it was time for the Innovation Center to produce no-nonsense content that could be understood and easily put to use by everyday people and organizations.

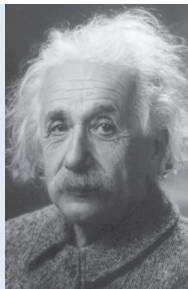
So, we began a stimulating journey to ask clients, friends, business leaders, and other collaborators to tell us about people and organizations they believed were models of innovation and why they thought so. Then we hit the road and interviewed those people and researched those organizations.



Then we teamed with *Star Thrower* to distribute the content as widely as possible. Star Thrower Distribution is well known for offering the best training and development videos and multimedia tools available.

"You cannot solve a problem with the same thinking that caused the problem"

—Albert Einstein, Physicist



The Result

The Free Radicals of Innovation program is a comprehensive survey course about innovation — you might call it *Innovation 101*.

Through the Innovation Center's collaboration with PureBlend, we are trying to innovate in the field of video training programs. We look to collaborate with both trainers and participants to develop the next video programs. What topics shall we explore together?

The Free Radicals of Innovation is designed for the real world. The content can be used as a complete course on innovation, as a platform for presenting key concepts, as a stimulus for expanded thinking, or as a system to manage exercises and activities.

However, we strive to continually improve our content and approach. You can be our next collaborator. We would like to hear from you. If you are a trainer please tell us what works well and what needs improvement. If you are a participant in a training session please give us some feedback.

Innovation... It's Never Really Over.

If you would like to join in the collaboration please contact me. Meanwhile, have an innovative day!

A handwritten signature in blue ink that reads "Bob".

Robert L. Newhart II
The Innovation Center

Easy Program Access

to *Free Radicals of Innovation: A Complete Training Package*

DVD Edition provides extraordinary control of the video presentation through your DVD player's remote control. We have included many "chapter" markers that are not listed on the DVD's main menu. Once you are in the main *Free Radicals of Innovation* video (simply press **PLAY** on the DVD's menu) you can key in the marker number listed below and go directly to that program.

VHS TIME CODE INDEX	DVD CHAPTER	PROGRAM TITLE
00:01:01	1	Free Radicals Introduction
00:02:11	2	Presenting
00:02:21	3	Innovate or Die
00:03:57	4	Buggy Whip Myopia
00:04:46	5	Sony Personal Music
00:05:38	6	Understanding Innovation
00:10:45	7	Innovation is an Action Verb
00:11:10	8	Light Beer
00:12:29	9	Storytelling
00:12:58	10	Overcoming Fear & Risk
00:17:31	11	Preparing Your Mind
00:19:56	12	Sleep on It
00:20:47	13	Wisdom of Intuition
00:21:13	14	Nine Dots
00:22:08	15	Dots Thinking
00:23:38	16	Dots Solutions
00:24:58	17	Imagination is Important
00:26:01	18	Ice Cream Brownies
00:27:10	19	Luck is having varied interests
00:28:45	20	Building a Toolbox
00:29:17	21	Divergence/Convergence
00:29:42	22	Basketball Counting
00:30:16	23	Ready Set Count
00:31:35	24	Don't Count Anything
00:32:02	25	Gorillas in Your Organization?
00:32:39	26	Necker Cube
00:32:53	27	SCAMPER
00:34:46	28	Shower PDA
00:35:59	29	iBox
00:36:50	30	Convergence
00:37:07	31	Idea Funnel
00:39:11	32	Convergent Tools
00:39:40	33	Idea Database

VHS Edition provides linear access to the program content. You can find the access points by fast forwarding your VHS tape to the time code index listed below— shown in **HOURS:MINUTES:SECONDS** format. Chapters are bolded in the chart below.

VHS TIME CODE INDEX	DVD CHAPTER	PROGRAM TITLE
00:40:26	34	Idea Evaluation
00:40:44	35	Hot-Not Voting
00:41:15	36	Dot Voting
00:41:53	37	Idea Champions
00:42:22	38	Five Whys & 5 Hows
00:42:43	39	Research Preparation
00:43:09	40	Inventing the Future
00:43:59	41	Wooden Block Challenge
00:44:33	42	Fictional Futures
00:45:25	43	Trend Spotting
00:46:06	44	The Verge
00:47:18	45	Unattainable Futures
00:47:24	46	Modern Hitchcock
00:47:52	47	Asymptote
00:48:13	48	Obstacles are Opportunities
00:49:41	49	Creating a Culture
00:50:27	50	Napoleonic Structures
00:52:45	51	Remove the Walls
00:54:25	52	Innovation Rituals
00:55:48	53	Laughter, Play, and Fun
00:58:28	54	Collaborating
00:59:18	55	Finding Inspiration
01:00:08	56	Tell Them
01:00:51	57	Articulate the Message
01:01:25	58	Man on the Moon
01:01:43	59	Collaboration is Necessary
01:02:56	60	Alphabet Diversity
01:03:24	61	Conversation
01:04:01	62	Conversation Tips
01:04:58	63	What's Your Problem?
01:06:20	64	Impossible Answers
01:09:58	65	Credits
01:20:31	Extras	Marooned Bonus Exercise

Training Components

In addition to the nine training programs contained in the *Free Radicals of Innovation* there are several other important components included:

Leader's Guide (40 Pages)

You do not need to be a professional trainer to get results. This guide is jam-packed with extensive material, tips, and techniques—to support any trainer or group leader.

Participant Workbook (36 Pages)

The Participant Workbook supports individual learning and has been designed for use with, or without, a facilitator.

Bits & Pieces CD-ROM

This disc contains extensive additional support material to focus facilitation by a trainer or group leader. It includes the transcript, Powerpoint presentation slides, specific quotes, and exercises—and video clips that you can drop into your own presentations.

Pocket Reminder Cards

This four-panel card outlines the Innovation Funnel, SCAMPER, and 6P Innovation®, serving as a handy pocket reminder for participants.

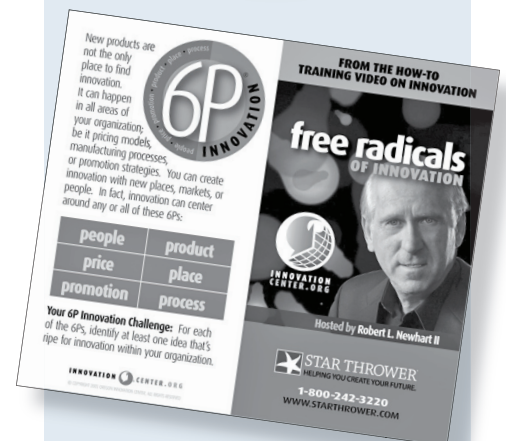
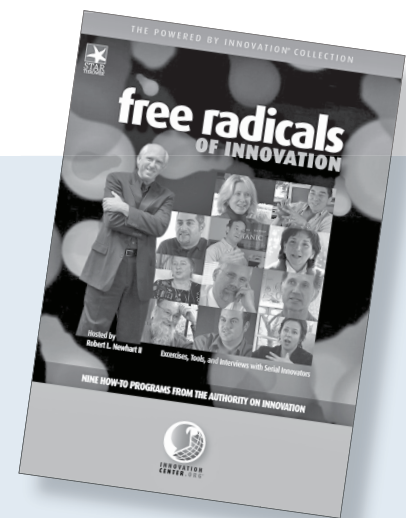
Stand-Alone Exercises and Stories

Several of the exercises and stories from the full video have been optimized for use as stand-alone presentations. They differ slightly from the versions contained in the main video.

On the DVD edition, they are listed either under the **STORIES** or **EXERCISES & TOOLS** menus, and contain two or more chapters. The first chapter is an introduction or set-up to the exercise or story. Later chapters provide the answer or conclusion.

On the VHS Edition, stand-alone exercises follow the main feature.

VHS TIME CODE INDEX	DVD CHAPTER	PROGRAM TITLE
01:20:31	1	Marooned
01:22:47	2	Marooned Answers
01:23:31	1	Nine Dots
01:24:19	2	Nine Dots Answers
01:25:43	1	Basketball Counting
01:26:17	2	Ready, Set, Count
01:27:02	3	Basketball Answers
01:27:17	4	Don't Count Anything
01:27:44	5	Gorillas in Your Organization?
01:28:22	1	SCAMPER
01:30:15	1	iBox



For additional copies
or information on any of the
components please contact:

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www.starthrower.com



Workshop Options

We want you to have the most productive training session you have ever had. The matrix below provides a framework of suggested key elements of the *Free Radicals of Innovation* that would be appropriate for various time periods. Every group has its own pacing, and only you know your group. It is important that you as the leader or trainer review all nine programs and pre-select those segments and activities that make the most sense to use with your group.

	1 HOUR	HALF DAY	FULL DAY
PROGRAMS TO SHOW	1 Innovate or Die 2 Understanding Innovation	1 Innovate or Die 2 Understanding Innovation 3 Overcoming Fear and Managing Risk 4 Preparing Your Mind 8 Collaborating & Leveraging Diversity 9 What's Your Problem	Show all 9 programs with appropriate breaks for activities and exercises
DISCUSSION	Discuss the importance of innovation.	Discuss the importance of innovation. Select appropriate exercises for your group. Review other pertinent key concepts.	Discuss the importance of innovation. Discuss all learning points and key concepts.
PRACTICE	Try out one activity from the DVD or CD-ROM.	Do 3 or 4 activities or exercises from the DVD or CD-ROM.	Do as many activities and exercises as practical.
CONCLUSION	PowerPoint presentation created from the Bits & Pieces CD-ROM	PowerPoint presentation created from the Bits & Pieces CD-ROM	PowerPoint presentation created from the Bits & Pieces CD-ROM
HANDOUT	Pocket Reminder Card	Pocket Reminder Card	Pocket Reminder Card

free radicals OF INNOVATION

LEADER'S GUIDE SAMPLE PAGES

Concept 1: Innovate or Die



FROM THE VIDEO

Competing in the world economy on the basis of low cost (of land, labor, and infrastructure) is no longer a viable option.

To compete in the global marketplace, every nation must exploit its knowledge base. Innovation is the engine of a vibrant economy.



PROGRAM INSIGHT

Avoid **Buggy Whip Myopia!** The surest way to go broke is to gain an increasing share of an ever-decreasing market.

That's because a shrinking market is an obvious sign that a shift is already well underway. The very last buggy whip manufacturing company made the best buggy whip you ever saw, and had the largest market share.

But had they innovated, they might not have become obsolete. What if they had redefined themselves as a "vehicle control device" company, creating the next big innovation in that category?

Questions for Discussion

- 1 Does your organization have an **innovation budget**?
- 2 What are the **line items** in a good innovation budget? Would you include allocations for training, communications, knowledge transfer, ideas generation, idea evaluation, and idea development? Is there something set aside to reward good ideas and innovations? How would you fund the innovation funnel?

Activities

- 1 Describe your organization's process for **spotting trends**.
- 2 Is it an **effective** process?
- 3 What could be done to **improve** it?
- 4 Has your organization ever **spun off** an entirely separate business or entity from a new concept?
- 5 How often does your organization have meetings focused on **developing new products** and/or services?

Ideas and Tips

Think about these examples...

What if typewriter manufacturers had defined themselves as facilitators of word-processing? Would they have moved into developing computer software?

What if the railroads had decided they were in the transportation business, in the broadest sense of that word? Would they now be doing airlines and space stations?

What if you **redefined your organization** as _____ ?

Concept 6: Inventing the Future

Questions for Discussion

- 1 Develop a **trend spotting tool list**.
- 2 Develop a list of **potential “verge” Hot Spots** for your organization and industry.

Activities

- 1 Albert Einstein once said: “Reality is merely an illusion, albeit a very persistent one.” While humorous, this quote brings to mind that human beings have the capacity to create reality.

Ask participants to invent the future by **creating a speech for a “roast”** to be done in their honor (or the honor of their organization).

The roast will take place tonight. It will describe you (or the organization) and your accomplishments, flaws, and dreams as of today. It should mention the age, likes, dislikes, successes, failures, and aspirations. A roast is a speech that is candid and truthful, yet it is should also be laced with humor.

Have participants read their roasts aloud to the group and discuss them.

Next, have everyone do a second roast speech, only this time ask participants to imagine that the roast is to take place in the distant future. The participant is now 99 years old, or the organization is now well established and has become a long-term player. Use a similar set of components as were addressed in the first roast.

Have participants read their second roast aloud to the group and discuss them.

A final discussion could be led to explore how you can get yourself and your organization from roast #1 to roast #2. What conditions must you create to get there? What tools will you use? What Free Radical practices will you employ?

Ideas and Tips

Albert Einstein once said: “If we knew what we were doing, it would not be called research, would it?”



FROM THE VIDEO

Today, your organization’s success depends on your ability to continually think, rethink, and reinvent your strategies, models, structures, systems, and relationships.

PROGRAM INSIGHT

Mahatma Gandhi:

“You must be the change you wish to see.”

Henry David Thoreau:

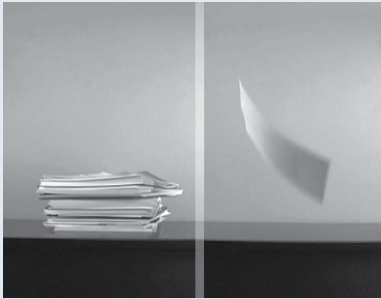
“The question is not what you look at — but what you see.”

Pablo Picasso once said:

“Everything you can imagine is real.”

You can invent your future, and, there are tools to help you do it. There are places to visit to find the future. If you are not busy inventing your future... you can be sure someone else is.

Concept 7: Creating a Culture



FROM THE VIDEO

The average Venture Capitalist sees somewhere in the neighborhood of 1,000 “unsolicited” business and product proposals each year.

How many unsolicited business, product, or process proposals do you see each year?

How many times a year does an employee, a manager, a customer, anyone — bring a new idea to you?

And, if you get some new ideas, what is your reaction, and go-forward plan?

PROGRAM INSIGHT

Innovative organizations aren’t born that way. They need to intentionally create a culture of innovation, and to adopt processes that support it.

Without a clearly articulated purpose, organizations and the people in them lose their way— they develop disconnected departments of specialists.

The difference between the success and failure of any organization is the simplicity of how its mission is communicated.

You can create a culture of innovation.

Innovative cultures encourage new ideas, have systems to archive and triage them, and a strategy to develop the best ideas.

Questions for Discussion

- 1 How does your organization **respond** to new proposals and ideas? The ultimate characteristic of an innovative culture is its ability to create and maintain a marketplace for ideas. Does the organization regularly train people about the practices of divergence and convergence of ideas? Does the organization honor and reward ideas? Does the organization help individuals embrace uncertainty and explore the edges?
- 2 Develop a list of factors to be considered if your organization were to intentionally **reward** new ideas and innovation.
- 3 Are there **walls** in your organization that could be removed?
- 4 What **rituals** exist in your organization that support innovation?
- 5 Are there any rituals you could create in your organization that would encourage innovation?

Activities

Four Letter Words Exercise

- 1 Provide a set of **Scrabble**® letters and a flat surface (table) for every 4 or 5 people.
- 2 Encourage a **competitive atmosphere** between the groups.
- 3 **Explain the task:** place as many 4-letter words on the table as possible in 60 seconds.
- 4 Allow **3 minutes** for group planning before starting the timer.
- 5 **Play 4 more rounds.** In each round increase the goal by requesting 50, 100, 500, and 1,000 percent increases in the quantity of words generated.
- 6 **De-brief the process.** Groups usually begin with an individualistic approach... each person throwing out words as they come to them. A sort of “catch as catch can” method.

As productivity demands are increased a division of labor often develops.

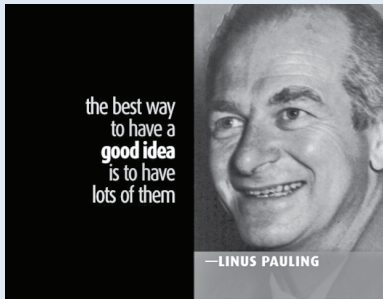
Soon, less conventional methods emerge, like moving a couple of letters around in sequence or lifting entire words up and replacing them in rapid progression.

- 7 **Lead a discussion** about the cultural and organizational norms that encourage and discourage innovation.

free radicals **OF INNOVATION**

WORKBOOK SAMPLE PAGES

Concept 5: Building a Toolbox

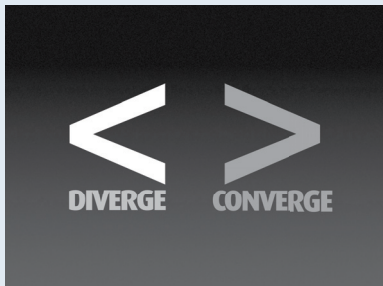


FROM THE VIDEO

With the right gear, you can prepare your mind for great leaps of inspiration.

PROGRAM INSIGHT

Successful idea generation is an ebb and flow process of divergence and convergence, each requiring a separate set of tools.



When we open ourselves to fresh perspectives and brainstorm new ideas, we are “diverging”. Later, when we evaluate, organize, and judge our potential new innovations, we’re “converging”.

Questions for Consideration

- 1 Think about and list the **tools you currently** use on a regular basis to hone your creativity and be more innovative.

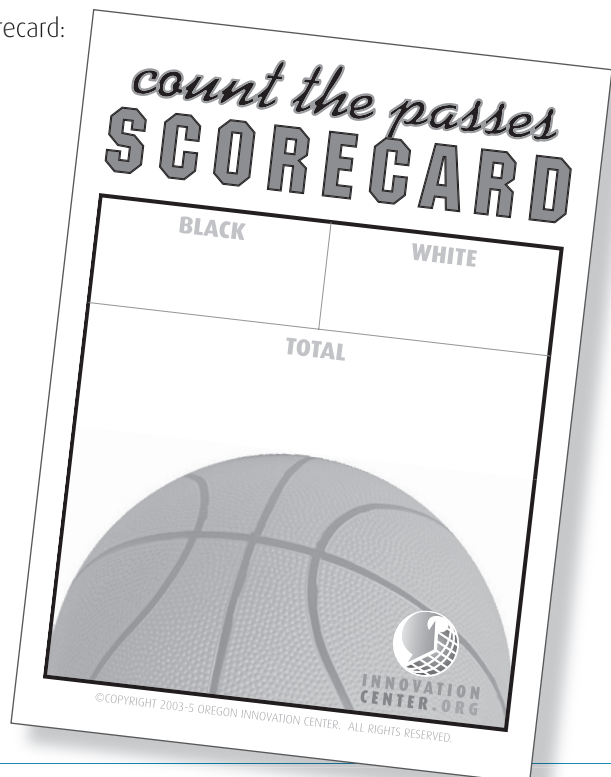
- 2 Develop a list of other tools that individuals and groups can use to be more innovative.

- 3 Review the **Conversation Tips** outlined in the video. How would you start a conversation with a major customer, or market segment? What are the elements of such a conversation? What technologies are appropriate for a conversation with your customers?

Activities

- 1 **Counting Basketball Passes.** The video program includes an exercise in which group participants are instructed to count basketball passes.

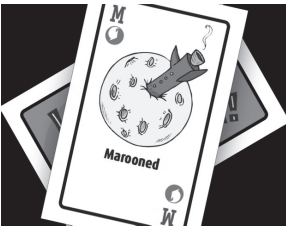
Here is your scorecard:



Concept 8: Collaborating & Diversity

Activities

1 Marooned: NASA Survival on the Moon. Imagine you are a member of a space crew on a mission to land on the moon. Your team was originally scheduled to rendezvous with a mother ship on the lighted surface of the moon. However, due to mechanical difficulties your ship was forced to land at a spot some 150 kilometers from the rendezvous point. During re-entry and landing, most of the equipment was damaged or destroyed.



Your survival depends on somehow getting to the mother ship – 150 kilometers away. You inventory the working items and find that 15 items are left intact and undamaged after landing.

Your task is to rank order these items in terms of their importance to your survival and getting you to the distant mother ship.

Place the number “1” by the most important item on your inventory sheet, the number “2” by the second most important item, and so on through the number “15”... the least important item.

INVENTORY	NASA	YOU	DELTA	TEAM	DELTA
BOX OF MATCHES					
FOOD CONCENTRATE					
50 FEET OF NYLON ROPE					
PARACHUTE SILK					
PORTABLE HEATING UNIT					
TWO .45 CALIBRE PISTOLS					
ONE CASE DEHYDRATED MILK					
TWO 100 LB. TANKS OF OXYGEN					
STELLAR MAP: MOON’S CONSTELLATION					
LIFE RAFT					
MAGNETIC COMPASS					
5 GALLONS OF WATER					
SIGNAL FLARES					
FIRST-AID KIT & INJECTION NEEDLES					
FM RECEIVER-TRANSMITTER (SOLAR PWR)					
YOUR SURVIVAL SCORES					



FROM THE VIDEO

Ethnicity, gender, geography, experience; qualities often associated with “diversity”.

For innovators, what really matters is diversity of thought-- different points of view.

None of us are as smart as all of us.

No one person has all the information, or knows how to read the tea leaves.

Collaboration and diversity are key.

PROGRAM INSIGHT: WISDOM OF THE TEAM

There is no evidence that one can become expert in something as broad as decision-making, policy, or strategy... or perhaps even management. Large groups of diverse individuals will make more intelligent decisions than even the most skilled decision-maker.

This is the premise of James Surowiecki’s book *The Wisdom of Crowds*. It is also a key to the process of innovation. In many circumstances, crowds collectively reach better decisions, solve problems more efficiently, and predict the future better than the smartest expert alone.

The Free Radicals Team



*“Take Risks.
If you win, you will be happy.
If you lose, you will be wise.”*

Robert L. Newhart II

CEO, Oregon Innovation Center

The original ***Free Radicals of Innovation*** concept is Bob Newhart’s. Bob interviewed the guests, co-wrote the script, and serves as on-camera host. Bob’s post-production duties range from producer, to musical co-director. The chorus of voices in the ***Pass the Ball*** song all belong to Bob.

Bob has consulted with hundreds of business enterprises— from wood chips to potato chips to silicon chips. He has hosted regular radio and television programs, and written many articles for the business media. Bob is a frequent speaker at national conferences.

Bob has served in faculty and leadership positions at several colleges and universities working in technology transfer and business development arenas. His experience extends to the public sector where he worked with three Northwest governors, served as a Delegate to the White House Conference on Small Business, and held a variety of project and program directorships.



I agree with Scott Adams:
*“Creativity is allowing yourself to
make mistakes. Art is knowing
which ones to keep.”*

Cliff Joyce

Founder, PureBlend New Media Design Group

Cliff co-wrote the ***Free Radicals of Innovation***, directed the production, shot much of the footage, edited the film, created the motion graphics, and designed the packaging materials. Cliff served as musical co-director, and even created some of the music.

Cliff’s talents are a unique blend of creative, technical, and business— with three decades of media, marketing, software engineering, and entrepreneurial experience. He holds a degree in Fine Art from California Institute of the Arts.

Between the founding of two design and media agencies, Cliff launched and ran a pair of technology companies: DublClick and BroadCastSoft. He has designed and developed software for such firms as Apple Computer, Symantec, and Honeywell. He is well-versed and equally comfortable in the worlds of graphic/web design, advertising, marketing, and media production.

Featured On-Screen Guests

Robin Anderson

Center for Entrepreneurship

Robin is the Executive Director of the Center for Entrepreneurship at the University of Portland. He has developed the E-scholar program for entrepreneurial students. The program won the 2001 Model Award for specialty entrepreneurial programs from USASBE. Prior to coming to U of P, Robin was director at the University of Nebraska Center for Entrepreneurship, which was twice ranked in the top 25 programs by Success Magazine. He has taught entrepreneurship in 20 countries.



"Create an entrepreneurial mind set in every person in the world..."

Paul Anthony

Rumblefish

Paul is a University of Oregon graduate and founder of Rumblefish. Rumblefish acts as liaison between musicians and corporations seeking to reach their customers through authentic, independent music as part of their branding. Rumblefish has worked with such clients as Adidas, Umpqua Bank, and Pabst Brewing. Paul and his company, Rumblefish, were featured in a 2005 Inc. magazine article.



"I don't believe in luck."

Kim Baer

Kim Baer Design Associates

Kim is the principal and creative director of KBDA, a firm that uses design as a strategic tool to create a distinctive voice for clients. KBDA has been in business for 20 years and has worked with such companies as Nike, Nissan, Hilton Hotels and Blue Cross of California. KBDA has been featured in many design publications and selections of their work are in the Library of Congress.



"You never know where the idea is going to come from."

Julie Beeler

Second Story Interactive

Julie is the studio director and co-founder of Second Story, an interactive design studio in Portland, Oregon. Second Story is committed to entertaining, educating, and inspiring audiences through storytelling innovation. Julie has garnered numerous accolades, been featured in dozens of books and magazines, and has won many of the industry's top interactive design awards. A frequent speaker at interactive media conferences and art schools, Julie holds a B.F.A. with honors in Graphic Design and Art History from the University of the Pacific.



"It's all about the timing, and being in the right place at the right time."

Featured On-Screen Guests



"Give me a gravity free environment, and I'll do you a show... a show you'll never forget."

Michael Curry

Michael Curry – Michael Curry Design

Michael Curry Designs, Inc. creates live, performance-oriented, dimensional characters and productions such as those seen in the 1996 & 2000 Olympics. Michael works in both conceptual and technical development. Cirque du Soleil, Metropolitan Opera, and Disney Theatrical Productions have all used the talents of Michael Curry Design. Michael has received many prestigious awards including an Emmy for Outstanding Costumes for the 2001-2002 Olympic Games. He resides in Scappoose, Oregon.



"Not every conversation will change your life, but any conversation can."

Liz Dolan

Satellite Sisters

Former Nike executive, Liz Dolan launched *the Satellite Sisters* talk radio show on National Public Radio. The show is now heard on ABC Talk Radio. In addition, Liz runs her own sports marketing firm, and serves on the governing board of the Boys and Girls Clubs of America. Liz resides part time in New York and Los Angeles.



"Innovation is sort of our survival."

John Emrick

Norm Thompson Outfitters

John Emrick is Chairman and CEO of Norm Thomas Outfitters. Emrick joined the company in 1965 and became the CEO in 1971. Emrick's longstanding commitment to caring for the environment is evidenced in his award winning "green" building that now houses the company. Emrick is the majority stockholder in the company.



"Community and diversity are the key foundations for innovation."

Alfonso Garcia Arriola

Portland Public Schools (formerly St. Thomas Moore School)

The National Science Teachers Association President calls him an "alpha" teacher. While teaching science at St. Thomas Moore School in Portland, Oregon, Alfonso coached a team in the first National Science Bowl, leading students on a coveted trip to participate in the national competition in Washington, D.C. Alfonso is currently delivering an advanced curriculum to Talented and Gifted (TAG) public school students. He advocates an innovative teaching approach called *inquiry science*, has developed curriculum with this emphasis, and trained many K-12 teachers in the approach.

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Glen Gilbert

Cascadia Region Green Building Council

Previously, Glen was President and CEO of the World Forestry Center, a museum, a demonstration forest, and international fellowship program. Glen was the inaugural Executive Director at the Berkeley Public Library. He was Executive Director of the human rights organization, Tibet Justice Center. After graduating from UMass at Amherst in 1983 and Harvard Law School in 1989, Glen was an attorney, a human rights consultant to the Tibetan government-in-exile in India, an Assistant Professor of Law in Prague, and Legislative Counsel to the Pacific Island nation of Palau in Micronesia.



"Often, the best ideas come to me while showering."

Bob Greenburg

Musician, Composer

Bob is a music lecturer whose delivery is organized, spontaneous and relevant. He holds a degree from Princeton University and University of California Berkeley with a PhD in music composition. Bob has composed 45 works and lectures at prestigious musical and arts organizations in the United States. Born in Brooklyn in 1954, he has resided in San Francisco since 1978. Bob has received numerous honors and his works have been performed worldwide.



"Can we teach innovation?"

Dr. Moira Gunn

National Public Radio/TechNation

Moira is truly a Renaissance woman. Former NASA scientist and robotics engineer, Moira holds a Ph.D. in mechanical engineering from Purdue University, a degree in computer science, and a technical patent in human nutrition. She hosts the syndicated radio program that airs internationally to over 90 countries and over National Public Radio— **Tech Nation**.

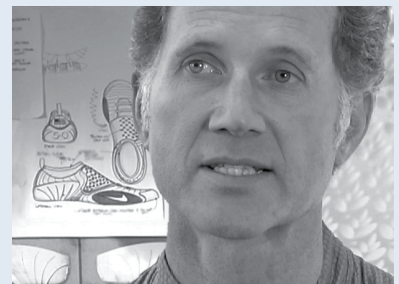


"It's in communication that your brain starts making connections that it didn't make before."

Tinker Hatfield

Nike

Tinker is the Vice President of Innovation at Nike. Tinker competed in track and field at University of Oregon. After being injured, he turned his focus toward design. As an architecture major with a background in sports, Hatfield launched his corporate career at Nike. Tinker Hatfield started out as a corporate architect but rapidly grew to become a top shoe designer.



"That innovative spirit has been key to our success."

Featured On-Screen Guests



"Actually execute on the idea and make it happen."

Jim Hudson

Amcrin Corporation

Amcrin, American Criminal Investigators Network, is the brainchild of Jim Hudson. Jim is a retired fraud investigator who saw the need for data to be shared between agencies. He helped create Crimedex, an internet-based database that enables law enforcement agencies to easily share information on fraud cases.



"Everybody can innovate. And that means open-mindedness."

Al Jubitz

Jubitz Corporation

Al is the former co-president of Jubitz Corporation and founding director of the Jubitz Family Foundation. Jubitz Corporation, a national transportation services company, began 50 years ago with one truck stop. Al is now recognized as one of the top 10 truck stops in America. He has served on boards of Morrison Center, Pacific Crest Outward Bound, and Oregon Peace Institute. Al is a graduate of Yale University and the University of Oregon.



"The only thing left that we can really supply is creativity."

Stuart Karten

SKD

Stuart is an industrial designer, entrepreneur, and founder of SKD. He is also the principal for Stuart Karten Design in Marina del Ray, California. SKD was launched in 1984. Stuart holds a degree in Industrial Design from the Rhode Island School of Design. He believes all innovation begins with creativity. SKD has designed products from computer accessories to medical instrumentation.



"Risk is the flip side of opportunity."

Guy Kawasaki

Garage Ventures

Guy is a managing director of Garage Technology Ventures, an early stage venture capital firm and is a columnist for Forbes.com. Guy was formerly an Apple Fellow at Apple Computer, where he was one of the individuals responsible for the Macintosh computer. He has a BA from Stanford and an MBA from UCLA, as well as an honorary doctorate from Babson College in Massachusetts.

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Tim Larson

Downstream Digital

As President of Downstream, Tim leads one of the largest digital media production and design facilities on the West Coast of the USA. Founded in 1988, Downstream is a leading edge media production facility.

Tim has led the development of digital media delivery systems and digital signage and is currently working to develop state-of-the-art internet and satellite digital media transmission systems and displays.



"Never think things are impossible."

Rob Legato

Sony Pictures Imageworks

Rob earned an Academy Award® for his special effects work on the film, **Titanic**. His talents have been pivotal to the success of such films as **Apollo 13**, **Bad Boys II**, **Cast Away**, and **The Aviator**.

Rob received his Master's Degree in Cinematology from Brooks Institute of Photography in Santa Barbara.



"You have a subconscious that is actually brighter than you are."

Karen Moss, Curator of Collections, Director of Education and Public Programs
Orange County Museum of Art

Karen is a world-class curator, art historian, and educator. Since 1980, she has worked as a museum professional in both curatorial and education positions. She served as the first San Francisco Art Institute's Director of Exhibitions and Public Programs; was the Director of Education and Public Programs at Walker Art Center in Minneapolis; Director of Programs at the Santa Monica Museum of Art; Assistant Curator for Media and Performing Arts at the Museum of Contemporary Art in Los Angeles and for exhibitions at the Santa Barbara Museum of Art. Karen holds a B.A. in studio art and art history, and an M.A. in art history.



"Art can affect social change."

Robert Parker

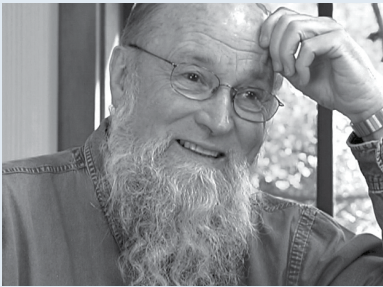
Inventor

Bob has over 40 patents in such diverse fields as nuclear devices, pneumatic liquid crystal displays, and digital thermometers. His battery tester technology was licensed to Duracell. Tens of millions of liquid crystal thermometers are being used for monitoring fevers, aquariums, and room temperature. The "mood ring" of the 1970s was produced using Bob's films and technologies. He is presently developing a host of new products such as polymeric mini-electric fuses, a thaw indicator, a level indicator for beer kegs, and printed devices to show the energy in rechargeable batteries.



"Innovation isn't a chore... it's fun!"

Interviewed Guests



"Obstacles are opportunities in work clothes."

Terry Riley

Musician, Composer

Terry is considered the godfather of modern minimalist music. Born in 1935, he was immediately set apart as a piano prodigy. Terry attended San Francisco State College in the mid 1950's. He later attended the University of California at Berkeley. His most memorable composition *In C* was written in two days on a bus. The piece has been performed all over the world. Terry's ground breaking use of electronic modulation in a live context was three decades ahead of the field. Terry resides in Comptonville, California.



"If you want collaboration, then remove the walls."

Sohrab Vossoughi

ZIBA Design

Sohrab started ZIBA Design in 1984. ZIBA has over 100 patents, many awards, and maintains its original mission to solve business problems with great design. The company employs 60 people. Sohrab was born in Tehran and immigrated to San Jose in 1970 at age 14. He went to work for Hewlett Packard in 1980 and started ZIBA four years later.



"I can't imagine an ice cream store that has one flavor; they're in big trouble."

Dan Wieden

Wieden + Kennedy Advertising

Dan received a degree in journalism in 1967 from the University of Oregon. He, along with partner Kennedy, started their ad agency with their first account, Nike. Starting in the basement of a labor union hall, the famous Nike slogan *Just Do It* was born. Their fresh and powerful work has propelled them to \$873 million dollars worth of advertising in 2004. Wieden + Kennedy is regarded as the last "independent" agency in the advertising world.



"First with the worst was better than second with the best."

Tom Willis

Intel Capital

Tom is vice-president and managing director of investments at Intel Capital. He was also product manager for the world's first 286 system. Tom helps guide Intel's wide investment portfolio in independent businesses— work that will continue to fuel the growth of the internet and the computer industry. Tom has played a pivotal role in the intense focus that has made Intel the powerful company it is today. He has brought his skill to creating an intense investment culture that breeds successful entrepreneurs.

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Tony Woodcock

Minnesota Symphony

Tony was the president of the Oregon Symphony between 1998 and 2004. In 2004 he was appointed President of the Minnesota Orchestra, which is widely acknowledged as one of the nation's top 10 symphony orchestras.



"Whenever you get into that 'Tell Them!' you know that the relationship will be wrong."

Joyce Wycoff

Innovation Network

Joyce co-founded the Innovation Network in 1993. She has a Bachelors Degree in Economics from Oklahoma State University and an MBA from National University. She has a broad background in management and marketing as well as a deep understanding of organizational innovation. Joyce has worked with small entrepreneurs and Fortune 500 companies.



"Innovation is a mental extreme sport."

Brett (Buzz) Chandler

Asean Corporation

David Horth

Center for Creative Leadership

Ernie Bloch

EBII

Brad Johnson

Second Story Interactive

Laurie Monroe Bloch

Dr. Peter Kohler

Oregon Health Sciences University

Tim Canfield

Nike, Downstream Digital

Dale McIntyre

Eastman Kodak Company

Stella Farina

Portland Fashion Incubator

Suzanne Merritt

Insight Out

Susan Fisher

University of San Francisco

David Neenan

The Neenan Company

Ella Fredman

Infinity Softworks

Ylian Saint-Hilaire

Intel

Christian Gladu

The Bungalow Company

Dr. Bill Seidman

Cerebyte

Kit Hawkins

The Arbor School

Mare Shay

Dancin' Woofs

Rich Hebert

BlueSkyBrands, Inc

*These additional serial innovators were interviewed and contributed to the *Free Radicals of Innovation**



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