

In 2011 AT&T University hosted the 2nd annual Generations in Actions Conference to explore trends and implications of the 21st century multigenerational workforce. **This is the third of three papers summarizing findings from that event.**

CONFERENCE REPORT No. 3

?What/f! Innovation Bootcamp



?What/f!, the world's largest independent innovation company, facilitated an innovation bootcamp for the conference attendees. Two facilitators outlined the process of innovation and provided opportunities for attendees to generate practical next steps to take back to their companies.

Gareth Miles routinely conducts one-on-one coaching sessions as well as providing innovation training for larger teams. **Arnava Asen** delivers strategically tailored, dynamic training programs to clients in diverse categories ranging from pharmaceuticals and food manufacturing to telecom and toys.

Key Speaker Messages:

- ❑ **One possible definition of Innovation** is “creating the habit of continually doing things in new ways to make a positive difference to our working lives”
- ❑ Two mindsets are needed in the innovation process: **Expansionist & Reductionist** - the trick is navigating between the two
- ❑ **“Yes, and” or “Yes, but”** are reactions that greatly impact our creativity
- ❑ How we behave around innovation makes all the difference:
 - **Greenhousing:** Protecting young ideas – building them and allowing them to grow
 - **Signaling:** Letting other people know whether you want them to judge an idea or help you build one
 - **Playfulness:** Gives you the freedom to explore possibilities and consider seemingly outlandish ideas
 - **Freshness:** Seeking new experiences and perspectives to help the team make creative connections

Conference Attendees created “I Will” statements at the end of the innovation session.

I will...

Have my team take the **“Millennial Mindset”** quiz to see where we fit on the scale

I will...

Use **quick hit videos** to tell Employee Resource Group success stories

I will...

Educate my team on common ground to maximize all generations

I will...

Create a YouTube channel for my team where we can aggregate video content

I will...

Learn twitter and create an @CoXYZ HR application of it

I will...

Establish & sustain **cross-generational, cross-cultural** mentoring relationships

I will...

Develop at least one 3 min **How to Video**

I will...

Create opportunities for **innovation jams**

I will...

Leverage social networking to bring the organization to new populations

I will...

Be more of a user on **facebook, twitter and YouTube**

I will...

Leverage social media to drive innovations