

# THE GREEN MOVIE

**Empowerment within a framework**

or

**Don't let the world happen to you!**

guide

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The handouts in the *handouts* section of the Activities book may be tailored to the specific needs of the user provided they are for use in presentations, seminars or courses of which **The green movie** forms a part.

**The green movie video**

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**The green movie guide and  
The green movie activities book**

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**The green movie questionnaire**

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# Contents

About the package	5
Mark Brown	6
Using this guide and the activities book	7
Using the video	9
The green movie - the programme	13
Introduction - The choice is yours	15
The <b>Ideas into action</b> model	17
It's an Attitude of mind	19
Empowerment past and present	20
So what's this word "empowerment" all about?	23
Personal empowerment	23
The success/failure profile	24
Organisational empowerment	27
Empowerment within a framework	29
The four box model	31
Sensible mistakes and innovation	34
Don't let the world happen to you!	35
The main training points	36

# The green movie activities

Programme outlines	41
Programme A (90 minutes)	42
Programme B (1/2 day)	42
Programme C (1 day)	43
PREPARATION (for trainers)	45
Green exercises	47
Training programmes	67
<b>Ideas into action &amp; The blue movie</b>	74
The Dinosaur Strain	74
Handouts	75
<b>Handout masters 1-13</b>	

# About the package

## **Mark Brown**

Mark Brown is the founder and Managing Director of Innovation Centre Europe Ltd which researches and promotes best creativity and innovation practice in organisations. He is Visiting Professor of Innovation at Henley Management College, where he helped set up the European Innovation Project.

In addition to consultancy and presentations around the world, he writes books and articles on management, psychology and related subjects. He also continues to research creativity and innovation in individuals and organisations at King's College, London University and Henley.

Publications include *The Dinosaur Strain*, *Memory Matters* and *Left-Handed: Right-Handed*. Forthcoming books include *Your Creative Edge*, *Super Creative Teams* and *Successful Innovation*.

Mark Brown has collaborated with Melrose on two other award-winning videos - **Ideas into action** about creative thinking and innovation, and **The blue movie** about generating great ideas, [see *page 48* for details]

## Using this guide and the activities book

Melrose's **The green movie** package contains a video, this guide and an activities book.

## Who should read what and when

This guide and the activities book are addressed both to:

- Trainers or anyone who intends to run a training programme based on **The green movie**
- Individuals who wish to use **The green movie** on their own.

The former should read the whole of this guide and the activities book as part of their preparation for running the training programme.

The latter should quickly read through this first section of the guide (*About the package*) and have a go at *The phone test* (as set out on *page 33*) immediately before watching the video. Having watched the video, they might then like to do **The green movie questionnaire** (*handouts 1 and 2* in the *handouts* section at the back of the activities book), read the rest of the guide, and try some of the other suggested activities in the activities book to consolidate and develop what they have learned from the screen.

## Structure of the guide and activities book

These two companion volumes are divided into seven main sections (two in the guide, five in the activities book). The page numbers run on consecutively from the guide to the activities book.

The first, *About the package*, explains how to use the video, guide and activities book.

The second, **The green movie** - the video, covers the points raised in the video in more detail.

The third, *programme outlines*, sets out three suggested training programmes, ranging from 90 minutes to 1 day.

The fourth, *preparation*, lists for trainers/course leaders everything they need to prepare in advance of the course.

The fifth, *green exercises*, contains a variety of exercises/ activities to do with empowerment and putting your ideas into action.

The sixth, *training programmes*, contains tips for running the three suggested programmes.

The final section, *handouts*, contains photocopy masters for 13 handouts.

# Using the video

## What's it about?

**The green movie** is a 15 minute video about empowerment and translating your ideas into action.

It takes its title from the three-colour Ideas into action model for creative thinking and innovation, in which the idea actioning phase of the process is represented by the colour green. This model was originally introduced in Melrose's Ideas into Action, a companion video to **The green movie**. However, you do not need to have seen Ideas into Action to understand or use **The green movie** - the two videos complement one another but, equally, both stand perfectly well alone.

**The green movie** video begins by spotlighting a choice we all have - between taking charge of our life and letting life just flow over us, (put another way) between being empowered and being disempowered. It does not imply either option is right or wrong, it makes no value judgment.

It then briefly outlines (during the title sequence) the three stages of the creative thinking process.

It goes on to link the issue of change to the phenomenon of 'empowerment', putting empowerment into a historical context. **The green movie** treats empowerment not as a fashionable buzzword but as an actual contemporary organisational/work phenomenon, which it undeniably is. It doesn't matter what you call it, it is happening, one way or another, like it or not, all around us.

It continues by defining "the e word", dividing the concept of empowerment into two dimensions - personal empowerment and organisational empowerment.

It examines personal empowerment in terms of the characteristics of the empowered/disempowered attitudes of mind (the 'success/failure profile').

It then looks at organisational empowerment, highlighting the organisational structures and attitudes which back individual employees into a defensive corner.

Next it addresses the question of how to make empowerment work in practice both for the individual and the organisation. By way of answer, it proposes a model for structured empowerment - the Four box model - which is the nub of **The green movie**.

It concludes by reminding us that ultimately each and every one of us has a choice to make about how much control, responsibility and action we want in our work and life.

The video has been produced in a lively, striking and original style to reflect the subject matter - creativity, innovation and transforming ideas into action.

## **Aims**

The green movie **is intended to make creative, innovative ideas actually happen at work.**

It aims to:

- Encourage people to develop a 'Success Profile' (i.e. an empowered outlook) both in themselves and their team
- Provide people with a practical, immediately applicable framework for empowerment which they can apply both to their own jobs and their team's jobs
- Encourage people to feel free to make 'sensible' mistakes JO (i.e. to experiment thoughtfully and innovate) and urge them to liberate their team similarly

Ultimately, **The green movie** is intended to help viewers develop and implement good, practical ideas for new/improved products and services, processes and procedures that customers (both external and internal) really want.

## **Who it's for?**

**The green movie** is deliberately designed to be appropriate for a very broad range of audiences. In particular, it has been carefully constructed to address simultaneously both:

- People in a position to be empowered
- People in a position to empower (i.e. management)

In other words, it can be usefully viewed by people at any level of the organisation, from the shop floor to the boardroom.

It applies to any type or size of organisation in any industry or economic sector.

The video can be viewed in a group context or by individuals.

### **How and when is it to be used?**

**The green movie** is designed for use in training sessions/courses covering the areas of creative thinking, innovation and empowerment. In particular, it works well in training programmes based on **Ideas into action** (a companion video to **The green movie**) when focus is on the green ideas actioning stage.

The video can also be used to get training courses on other related subjects, seminars, conferences, team meetings, idea generating sessions and all kinds of work gatherings off to a flying start, to bring them to a powerful conclusion or to boost them in the middle.

Essentially, the video is designed to provoke thought and discussion. It is much more effective when the viewing is supported by some exchange of ideas and experiences, or working through of thoughts and techniques, whether in a group or individual context. The impact is even greater when viewers actively partake in some of the complementary exercises recommended in the Activities book.

Three training programmes constructed around **The green movie** are set out at the front of the activities book. Otherwise it can be integrated into courses or sessions on problem solving, creative thinking, innovation, change, teamwork, etc.

Individuals using **The green movie** on their own may like to combine it with a reading of Mark Brown's book *The Dinosaur Strain* (published by Innovation Centre Europe, 1993 - available from Video Arts, see *page 48* for details). The book covers the subject matter of **The green movie** and other closely related areas in an engaging, interactive manner. Working through some of the exercises contained in *The Dinosaur Strain* is an effective way of consolidating and developing the ideas contained in the video.

Whatever the context in which the video is being viewed, it is strongly recommended that immediately before watching it viewers have a go at *The phone test* as directed on *page 33*.

Since the style of the video is challenging and fast moving, you may well like to play the video twice. Once straight through, then perhaps once pausing at points you wish to pick up on.

Exchanging views, sharing experience, working through thoughts prompted by the video will inevitably enhance its impact. Giving it a proper training context will help crystallise how it applies to people's/your specific work circumstances.

# The green movie - the video

**INTRODUCTION - The choice is yours**

**THE IDEAS INTO ACTION MODEL**

**IT'S AN ATTITUDE OF MIND**

**EMPOWERMENT PAST AND PRESENT**

**SO WHAT'S THIS WORD "EMPOWERMENT" ALL ABOUT?**

**PERSONAL EMPOWERMENT**

**THE SUCCESS/FAILURE PROFILE**

**ORGANISATIONAL EMPOWERMENT EMPOWERMENT WITHIN A  
FRAMEWORK**

**THE FOUR BOX MODEL**

**SENSIBLE MISTAKES AND INNOVATION**

**Don't let the world happen to you!**

**THE MAIN TRAINING POINTS**