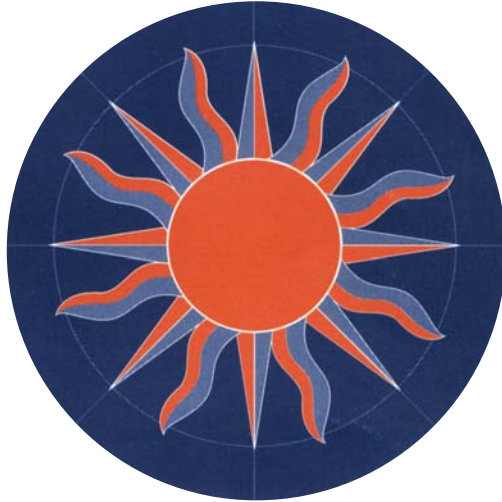




MELROSE



IDEAS INTO ACTION

with Mark Brown

guide

IDEAS INTO ACTION

guide

written by

Mark Brown & Adam Gee

based on the ideas of Mark Brown

Video Arts Group, Dumbarton House,
6-7 St Street, London EC1N 8UA
Tel: 020 7400 4800 Fax: 020 7400 4900
E-mail: info@videoarts.co.uk www.videoarts.com
©Video Arts Limited (or its licensors). All rights reserved.

COPYRIGHT

Ideas into action consists of a video and a guide. These are copyright material and, with the single exception set out below, must not be copied, edited, added to or reproduced in any way, in whole or in part, for any reason except with the express, prior, written permission of Video Arts Limited.

The handouts in the *Handouts* section of this guide may be copied for use in presentations, seminars or courses of which **Ideas into action** forms a part.

Ideas into Action video and guide

© Video Arts Limited (or its licensors). All rights reserved.

CONTENTS

5 ABOUT THE PACKAGE

Mark Brown
Using this guide
Using the video
Programme outlines
Preparation (for trainers)

17 IDEAS INTO ACTION - The video

Introduction - Why innovate?
Thinking beyond the square
The **ideas into action** model
Blue - ideas
Red - selection
Green - action
Be a dolphin, not a dinosaur!

37 TRAINING PROGRAMMES

Programme 1 (1 hour)
Programme 2 (1/2 day)
Programme 3 (1 day)

69 HANDOUTS

Handout masters

80 THE DINOSAUR STRAIN

About the package

MARK BROWN

USING THIS GUIDE

USING THE VIDEO

PROGRAMME OUTLINES

PREPARATION (for trainers)

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 also an Associate Faculty Member at Henley Management College where he helped set up the European Innovation Project.

In addition to consultancy and presentations around the world, plus writing management books and articles, he 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*, *Supercreative Teams* and *Successful Innovation*.

USING THIS GUIDE

Ideas into action package contains a video and this guide.

WHO SHOULD READ WHAT AND WHEN

This guide is addressed both to:

- ▶ Trainers/other people who intend to run a training programme based on **Ideas into action**
- ▶ Individuals who intend to use **Ideas into action** on their own.

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

The latter should read the first section of this guide, *About the Package*, and **before** watching the video try the *Nine dots problem* set out on page 39 (using Handout 1 and avoiding looking at the solution on Handout 2 and page 21). Having watched the video they can then read the rest of the guide to consolidate and develop what they have learned from the screen.

STRUCTURE OF THE GUIDE

This guide is divided into four main sections.

The first, *About the Package*, explains how to use the video and guide, and outlines some suggested training programmes.

The second, **Ideas into action**- *the video*, covers the points raised in the video in more detail.

The third, training programmes, sets out three suggested programmes lasting between one hour and one day.

The final section, *Handouts*, contains photocopy masters for nine handouts.

USING THE VIDEO

SUBJECT-MATTER, STRUCTURE AND STYLE

Ideas into action is a 10 minute video looking at the subject of creative thinking and innovation in organisations.

It begins by showing how we tend to restrict our thinking to narrow limits - limits we impose ourselves. After examining why this happens, it suggests ways of broadening the thought processes and increasing creativity.

The video proposes a three colour model for the creative thinking process. It then goes through each colour in turn suggesting simple but powerful techniques for overcoming these self-imposed obstacles to innovation.

It concludes by encouraging viewers to be as creative in the championing of their ideas as in the conception, to take the initiative and translate their *ideas into action*.

The video has been produced in a striking and original style, mixing live action and animated graphics, to reflect the spirit of the subject.

AIMS

Ideas into action is intended to stimulate creative thinking and innovation at work.

It aims to help people recognise how narrowly we tend to think and prompt them to free themselves from the largely self-imposed limitations of their thinking.

By suggesting various specific techniques it also aims to indicate how they might actually set about breaking down these barriers and expanding their creative thought processes.

Ultimately, **Ideas into action** is intended to encourage the viewer to come up with good, practical ideas for new or improved products and services, processes and procedures that customers {both external and internal} really want - and to put those ideas into action.

AUDIENCE

Ideas into action is appropriate for a very broad spectrum of audiences. It can be usefully viewed by people at any level within the organisation, from the shopfloor 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.

METHOD AND CONTEXT OF USE

The video is designed to provoke thought and discussion. It is much more effective when the viewing is supported by some exchange of ideas or working through of thoughts, whether in a group or individual context.

It can be used to get training sessions, seminars, conferences, team meetings or any work gatherings off to a flying start, to bring them to a powerful conclusion or to boost them in the middle.

Three training programmes constructed around **Ideas into action** are set out in this guide. Otherwise it can be integrated into courses or sessions on problem solving, quality, customer service, change, teamwork, etc.

Individuals using **Ideas into action** 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 Ltd, see page 80 for details). The book covers the subject-matter of **Ideas into action** and other closely related areas in an engaging, interactive manner.

Working through the exercises contained in *The Dinosaur Strain* is an effective way of consolidating and developing the ideas in the video.

Whatever the context in which the video is being viewed, it is recommended that **immediately before** watching it viewers try the *Nine dots problem* as directed on page 39. (It doesn't matter if people are already familiar with the problem - the directions explain what to do in that case).

The video essentially functions on two levels. On one level it is communicating a single key message which every viewer will hopefully come away with - to be creative and innovative we need to think more freely and transform our consequent *ideas into action*. On another level it is showing a number of specific techniques and attitude shifts which can help in the realisation of ideas. Because the video functions on these different levels, and 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 (using the Pause or Still button on your video player).

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 viewers' specific work circumstances.

PROGRAMME OUTLINES

Here are outlines for three suggested training programmes centred on **Ideas into action**. These are suggestions only, by no means set in stone, to be adapted as desired to fit the particular circumstances and concerns of the viewers, organisation and industry.

| Programme | Activities | Duration |
|------------------------|--|---------------------------|
| Programme 1- 1 hour | Introduction and Nine dots problem | 5 mins |
| | Ideas into action video | 10 mins |
| | Personal implications discussion | 20 mins |
| | Overall implications discussion and Action planning | 25 mins |
| | | Total: 60 mins |