

INSPIRING INNOVATION



- Concept of innovation not understood
(So what is innovation?)
- ‘Introduction of new things or methods’
Dictionary.com
- So why the big deal?



Dr Jeffrey Tobias –
Director, Give Easy
2015

- “While innovation may have been on the agenda of some of the Not-for-Profits and their Boards in the past, the imperative to innovate and change has never been greater than it is today.”
- “The power has shifted from the organisation to the consumer and an organisation that doesn’t meet a consumer’s needs and expectations will find that the consumer will transfer her dollars and her loyalty to an organisation that does”

A UNIQUE STRENGTH OF THE NFP SECTOR

- 'Passion and enthusiasm for the organisation' is a main strength (84%) Perpetual's 2015 NFP Governance Survey

RESEARCH: (AICD 2018 NFP GOVERNANCE & PERFORMANCE STUDY)

- 45% of directors report that their organisation does not allocate sufficient resources to innovation
- 66% of directors believe their board does not set clear expectations for innovation
- 75% of directors agree that 'It's better to try something new and fail than to be complacent'
- 64% percent believe that staff at all levels are expected to develop innovative ideas

THE IMMEDIATE CHALLENGE FACED BY NFP LEADERS IS TO CREATE AN INNOVATIVE 'GROWTH CULTURE'

- “Problems invariably stem from poor systems not poor people”
- “The person who knows how to perform a job better is normally the person doing the job”
- So how can we as NFP Leaders tap into employee ideas to create an innovative growth culture?

STRATEGY 1.

CREATE A FOCUS ON INNOVATION

- Generate a corporate understanding of the concept of Innovation
- Ensure that Innovation is a strong and visible corporate value
- Embed Innovation in our day-to-day operations
- [Video Clip](#)

<https://www.youtube.com/watch?v=NugRZGDbPFU>

STRATEGY 2.

FOCUS ON SYSTEMS – NOT PEOPLE

- Eliminate the ‘blame game’
- Use problems to identify poor and ineffective systems and processes (ask “Why?” five times)
- Empower people to use their initiative to achieve corporate goals
- Treat failure as a learning exercise

STRATEGY 3. SHARE ORGANISATIONAL GOALS

- People are inspired if they are part of a team with a common goal
- It costs nothing to share goals and strategies
- Listen to employee (and volunteer) ideas on how to achieve organisational goals

STRATEGY 4. MEASURE PERFORMANCE AND COMMUNICATE THE SCORE

- A lack of feedback will destroy the motivation to excel
- Things that get measured – get done!
- Taringa Works Depot 1991

THE FUTURE:

- IDEATION - [Video](#)

<https://www.youtube.com/channel/UCIXiFtMlx1Dap9bQDjuilw>



How would you rate your organization (scale 1 – 10)?

What could (or should) your organisation do to become more effective and innovative?

THANKS FOR LISTENING

