

A Guide to Innovating from the Middle

Molly Freeman & Mimosa Kabir

Hi!



Mimosa Kabir

CIFAR.
Individual Giving.



Molly Freeman

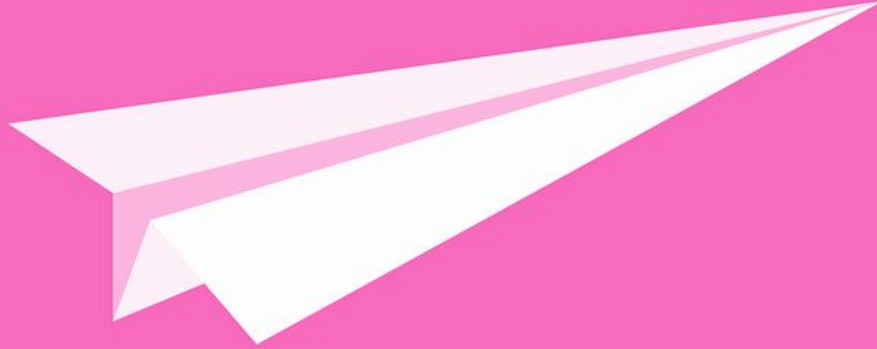
Cystic Fibrosis Canada.
Annual & Planned Giving.

Now...

a little about you.

In the next 90 minutes, we will...

- Discuss intrapreneurship and innovation
- Learn how to identify allies within your organization, and in leadership, to propel your initiative forward
- How to develop and foster personal resilience and grit
- Provide real life examples of enacting change



intrapreneurship

/ˌɪntrəprəˈnɜːʃɪp /

noun

Intrapreneurship is the art of creating, implementing and scaling innovation projects (incremental, evolutionary or radical) within existing organizations,

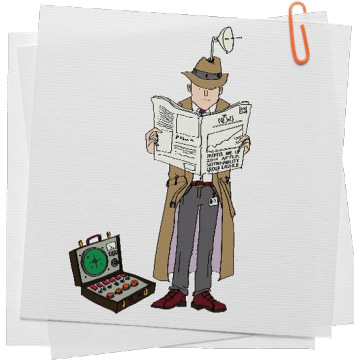
thinking and acting like an entrepreneur while pragmatically leveraging the assets of the organization

to increase the speed and the quality of strategy, product, service, process or business development.

Break down silos.



Spot opportunities.



See the interconnections.



Dream.



Tell stories.



Do.

A still from the movie "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb". Dr. Strangelove, played by Peter Sellers, is shown from the chest up, wearing a grey military uniform. He has a shocked or manic expression on his face. Behind his head is a large, black, cylindrical nuclear missile. He is holding up both hands, making peace signs (V-signs) with his fingers. The background is a dimly lit control room with various instruments and a large window showing a dark, cloudy sky. In the foreground, there are two large, shiny, metallic spherical objects, possibly part of a control console. The word "INNOVATION" is superimposed in large, bold, white capital letters with a black outline across the center of the image.

"INNOVATION"



innovation

/ˌɪnəˈvāSH(ə)n/

noun

1: the introduction of something new

2: a new idea, method, or device :

NOVELTY

Simply put...

Intrapreneurship
and innovation go
hand in hand.

So you have an idea...

Where do you go from here?

Get buy-in from leadership.

Manage up. This means being the most effective employee you can be, creating value for your boss and your organization.

It begins and ends with doing your job, and doing it well.

Managing Up

★ **Do your homework**

Managing Up

- ★ Do your homework
- ★ **Don't submit your first draft**

Managing Up

- ★ Do your homework
- ★ Don't submit your first draft
- ★ **Anticipate the needs of your boss**

Managing Up

- ★ Do your homework
- ★ Don't submit your first draft
- ★ Anticipate the needs of your boss
- ★ **Demonstrate your autonomy**

Managing Up

- ★ Do your homework
- ★ Don't submit your first draft
- ★ Anticipate the needs of your boss
- ★ Demonstrate your autonomy
- ★ **Ask for feedback**

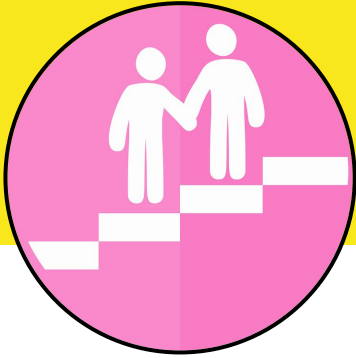
Managing Up

- ★ Do your homework
- ★ Don't submit your first draft
- ★ Anticipate the needs of your boss
- ★ Demonstrate your autonomy
- ★ Ask for feedback
- ★ **Be open to coaching**

Trust



Like a Boss...



Mentor.



Coach, don't correct.



**Take responsibility for
your team.**

Like a Boss...



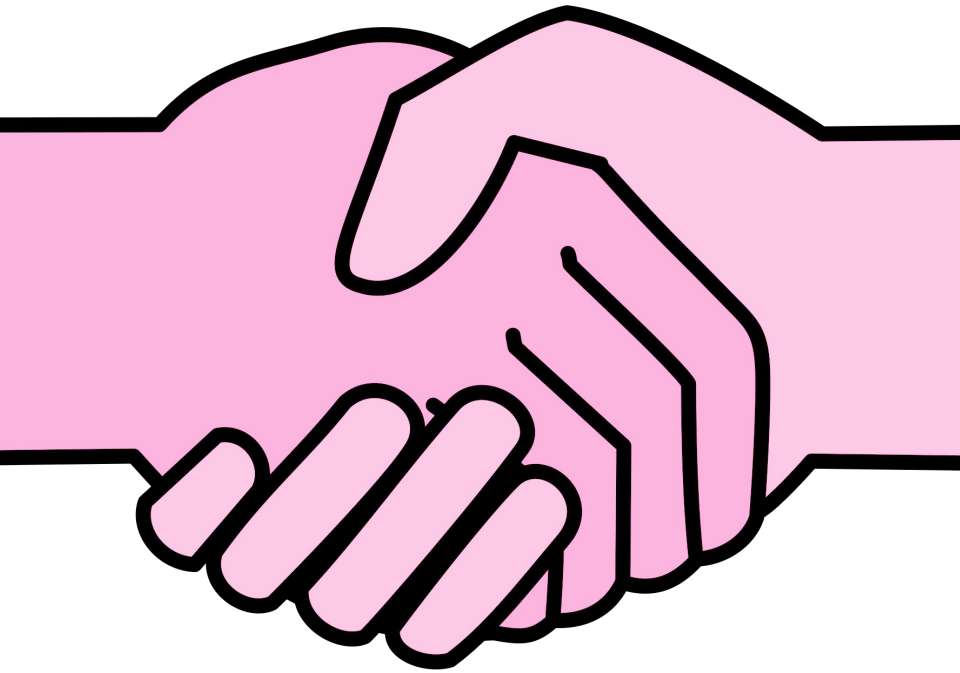
Be clear about your expectations.



Create opportunities for growth.



Be an advocate.



ally

/əˈliː/

noun

One that is associated with another as a helper : a person or group that provides assistance and support in an ongoing effort, activity, or struggle

Getting Buy In

★ **Be an ally**

Getting Buy In

★ Be an ally

★ **Ask questions and find common ground**

Getting Buy In

- ★ Be an ally
- ★ Ask questions and find common ground
- ★ **Communicate effectively**

Getting Buy In

- ★ Be an ally
- ★ Ask questions and find common ground
- ★ Communicate effectively
- ★ **Don't take offense**

Getting Buy In

- ★ Be an ally
- ★ Ask questions and find common ground
- ★ Communicate effectively
- ★ Don't take offense
- ★ **Walk the talk**



Building a Like-Minded Community

I will be positive today

5 minutes after getting to work:



A space to let it go...



Know your worth.

Advocate for yourself.

(It's just being a good fundraiser!)



**It's so weird being
my own role model**



resilience

/rə'zilyəns/

noun

- 1:** the capacity to recover quickly from difficulties; toughness.

- 2:** the ability of a substance or object to spring back into shape; elasticity.

Resiliency & Grit

★ **Be authentic and honest**

Resiliency & Grit

- ★ Be authentic and honest
- ★ **Change is hard. But, it's going to be okay.**

Resiliency & Grit

- ★ Be authentic and honest
- ★ Change is hard, but it's going to be okay
- ★ **The world will keep spinning, even if you fail**

Resiliency & Grit

- ★ Be authentic and honest
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- ★ The world will keep spinning, even if you fail
- ★ **You're not alone**

Resiliency & Grit

- ★ Be authentic and honest
- ★ Change is hard. But it's going to be okay
- ★ The world will keep spinning even if you fail
- ★ You're not alone
- ★ **Even your CEO is human**

Resiliency & Grit

- ★ **Don't apologize if you didn't do anything wrong**
But if you did...

Resiliency & Grit

★ Don't apologize if you didn't do anything wrong

But if you did...

★ **Own your mistake.**

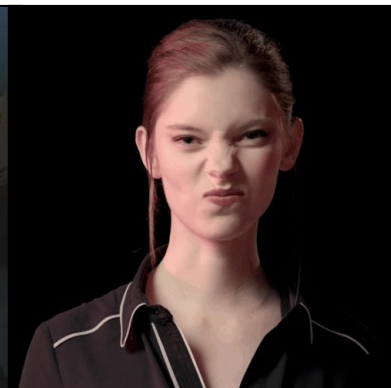
Resiliency & Grit

- ★ Don't apologize if you didn't do anything wrong

But if you did...

- ★ **Own your mistake.**

Apologize, without a “but”!



Dealing with No

★ Vent. Cry. Scream.

Dealing with No

★ Vent. Cry. Scream.

★ **Don't take it personally.**

Dealing with No

- ★ Vent. Cry. Scream.
- ★ Don't take it personally.
- ★ **Understand that everyone has personal biases.**

Dealing with No

- ★ Vent. Cry. Scream.
- ★ Don't take it personally.
- ★ Understand that everyone has personal biases.
- ★ **Adapt and try again.**

Get
comfortable
being
uncomfortable.

Disrupt yourself.



Take a walk.



Go offline.



**Have breakfast for
dinner.**



**Brush your teeth with
your non-dominant
hand.**

A man with brown hair, wearing a light blue button-down shirt, is shown in profile, focused on painting. He is holding a large, round, silver-colored palette in his left hand and a paintbrush in his right hand, applying paint to a canvas. The canvas is mounted on a silver metal easel. The painting on the canvas depicts a landscape with a body of water and a dark, silhouetted figure in the foreground. The background is dark, and the lighting is soft, highlighting the man and his work.

We don't make mistakes, just happy little accidents.

EXAMPLES

→ Idea



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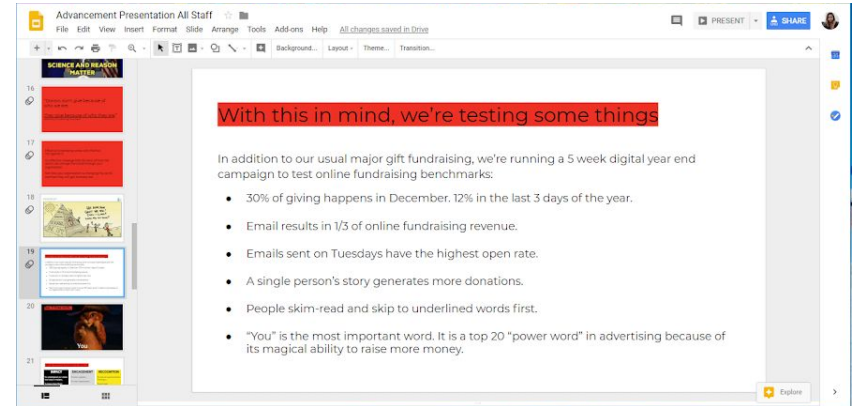


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→ Idea

→ **Identify Allies**



→ Idea

→ Identify Allies

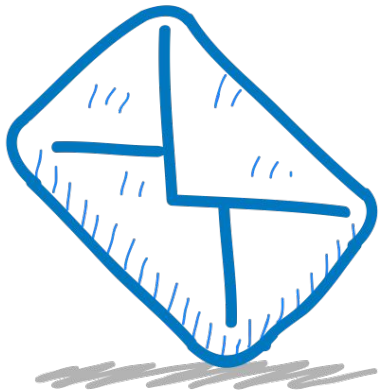
→ **Foster Resilience**





We depend on
you to create
impact like this.

→ Idea



+



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→ Idea

→ **Identify Allies**



- Idea
- Identify Allies
- **Foster Resilience**





YOUR STORIES

A black and white photograph of a lightbulb lying on its side. Inside the glass bulb is a small globe of the Earth, showing continents and oceans. The lightbulb has a standard screw base. The text "MAKE IDEAS HAPPEN" is superimposed in large, white, bold, sans-serif capital letters across the center of the image, partially obscuring the globe and the bulb's body.

**MAKE IDEAS
HAPPEN**

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Thank you.



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