Northeast Dairy Producers Association Conference

Welcome to an unexpected bend in the road!
“managing Change & Growth Through Creativity”

Last night I got drunk and woke up with a stranger in my bed. So I think I need to stay home and take time to get to know him.

I’m not coming in today because I need a mental day.
I can’t make it in today. I have a chance of filling in for someone on jury duty.

I can’t come in for work today. I plan to stalk my previous boss who fired me for not showing up for work.

I can’t make it today. Constipation has made me a walking time bomb.

I won’t be in for work today. My wife said she is going to conceive today, and I want to be there when it happens.
When I got up early this morning, I took an ex-Lax along with my Prozac. I can’t get off the John, but I’m feeling pretty good about myself.

What do these pictures have in common?

Mike Thompson
Grampa Renke
Sir Samuel Brown

Here is part of the problem.

“The goal of every athlete is to get into the groove. However, if you stay in the groove too long - it can become a rut!”

Red Auerbach, Boston Celtics

“In a world of constant change and chaos, the greatest danger is becoming a victim of psychosclerosis.”
Physclerosis is nothing more than redundancy - it's doing the same thing in the same way, day after day, after day.

There are 4 levels of learning
1. Unconscious Incompetence
2. Conscious Incompetence
3. Conscious Competence
4. Unconscious Competence

√ The secret is to think like a beginner.
√ The time to change is when you don’t have to.
√ If it ain't broke - break it. And if it won’t break - at least try to bend it a little.

Sacred cows sometimes make the best burgers!
“The good wonder why . . .
The great wonder if!”

The best way to deal with psychosclerosis is through constant creativity.

“The real true source of power in any organization today is ideas - the rest is housekeeping. Ideas are the DNA of everything that is worthwhile.”

Marsh Fisher, cofounder, Century 21 Real Estate
Conditioning the Mind

#1. Have Fun!

Do you have fun doing what you do? Effective leaders understand the incredible power, and purpose, play can have within an organization.

There is a kind of magic in play. What might seem like frivolous or even childish pursuit is ultimately beneficial. It’s paradoxical that a little bit of “nonproductive” activity can make one enormously more productive and invigorated in other aspects of life requiring creativity.

Cal Tech’s Jet Propulsion Lab & Nate Jones Formula One Analysis

SIMPLY ANSWER THESE QUESTIONS

- Would you like to be 30% more creative than you are today?
- Would you like to increase your productivity by at least 25%?
- Would you like to lower your stress levels and add another 5 to 10 years to your life?
- Would you like to be more likable?
SIMPLY ANSWER THESE QUESTIONS

• Would you like to be part of a group that isn’t afraid to take on challenges and have FUN doing so?
• Would you like to “play” your way to success instead of fighting for it?
• Would you like to trust more, be more optimistic, flexible, and spontaneous?
• Would you like to go home at the end of the day and have fun instead of working on tomorrow’s battle plan?

“All work and no play doesn’t just make Jill and Jack dull, it kills the potential of discovery, mastery, and openness to change and flexibility and it hinders innovation and invention.”

- Joline Godfrey

Why is play so important to creativity?

√ It is considered to be the greatest single stimulus leading to creativity and innovation.
√ It energizes and enlivens.
√ It helps us synthesize new knowledge.
√ It plays a major role in our ability to sustain relationships.
√ It dramatically lowers stress levels.
√ It renews our natural sense of optimism.
√ It opens us up to new possibilities.
√ It is a critical part of being happy.

11. It is the stick that stirs the drink of life.
12. It is the basis of all art.
It is considered a vital essence of life.

Conditioning the Mind

#2. Rediscover the Child Within
But be careful you don’t get carried away!

“What a distressing contrast there is between the radiant intelligence of the child and the feeble mentality of the average adult.” Sigmund Freud

Conditioning the Mind

Alice says to the queen, “There is no use trying. One can’t believe impossible things.”

And the queen replied, “I dare say you haven’t much practice then. When I was your age, I always did it for half-an-hour a day. Why, sometimes, I’d believe as many as six impossible things before breakfast.”

Lewis Carol’s book, *Alice in Wonderland*
#4. Embrace Failure

Accept *all* ideas

Embrace the *creative dissident.*
Allow anyone to become the conductor of the creative process.

Defer Judgement

Create a reward system for innovation & risk taking.

Guidelines for creative sessions

* Plant the potential idea first
* Give time for ideas to maturate
* The best way to come up with a good solution is to come up with many solutions
* Freewheeling is welcomed
* There is no such thing as a bad idea
* All ideas are open for discussion and debate
* Criticize the idea but never the person who purposes it
Guidelines for creative sessions

* Look for the voice
* Weave an intimate social network
* Bring people together as much as possible
* Find ways to have fun
* Collaborate - don’t compete
* No- Status environment
* Inject humor often

“Within every uncertainty lies a seed of potential waiting to sprout.”

Have a great year!