



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



Sir Samuel Brown

Grampa Renke



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

test

√ 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!



Warren Buffett

"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 it? Effective leaders understand the incredible power, and purpose, play can have within an organization

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

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.

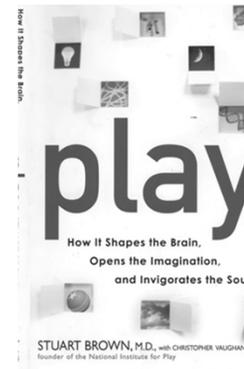


SIMPLY ANSWER THESE QUESTIONS

- 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.

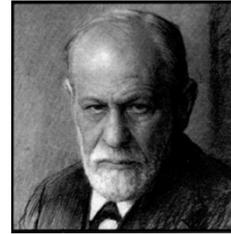
Conditioning the Mind



#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



#3. Become Idea-Prone - Exercise Daily!

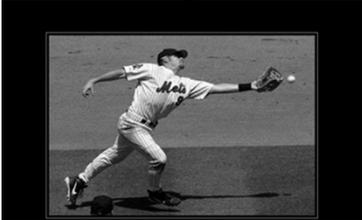


Alice says to the queen, “There is no use trying. One can't believe impossible things.”

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

Conditioning the Mind



#4. Embrace Failure

Rules of Engagement



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.*

Guidlines for creative sessions

- * Plant the potential idea first
- * Give time for ideas to mature
- * 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!