

“THE NECESSITY OF STRANGERS: THE INTRIGUING TRUTH ABOUT INSIGHT, INNOVATION AND SUCCESS”

WEBINAR

Presented by:

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GREETINGS and welcome to today's session...

...on the importance of strangers and their essential role in our business and personal success. It is a fun topic with some surprising implications for business owners, leaders, and employees at all levels of companies.



SESSION OBJECTIVES

- Strengthen our understanding of how strangers can inspire creativity and innovation, improve employee engagement, and spark more meaningful collaboration in all of our companies and organizations.
- Share some ideas for becoming more open, creating new ideas that matter, finding the right strangers in all walks of life, and unlocking the real brilliance in yourself.
- Have fun!

THE STARTING POINT...

friends are overrated

THE ESSENTIAL FACT...

99% of all great ideas are based on the wisdom of someone or something else.

It's 1939 and Igor Sikorsky, a Russian immigrant to the U.S., is about to launch the first commercially viable helicopter...



BUT WHY DOES THIS STORY MATTER?

Try to picture the scene when a group of smart people get together to come up with “out-of-the-box” ideas...



SO HOW DO WE CHANGE THE EQUATION?



EVEN THE MOST INNOVATIVE COMPANIES RELY ON STRANGERS



BUT FIRST WE HAVE TO OVERCOME OUR AVERSION TO STRANGERS...

It's 1844 when something remarkable happens at a swim meet in London...



EVEN WHEN THEY ARE VERY DIFFERENT THAN US...



OR NOT VERY DIFFERENT THAN US...



AND TO DO THIS WE'LL HAVE TO...

OVERCOME OUR BELIEFS THAT:

- We know best even when we don't.
- Our problems and opportunities are “unique.”
- Our expertise is the best expertise available.
- It rarely make sense to make waves or take chances.
- Other people, places, disciplines, and cultures aren't “helpful.”

FOUR GUIDING PRINCIPLES...

1. **HUMILITY** -

- The belief that we don't know everything and that we can always be better at the things that matter most.

2. **CURIOSITY** -

- Our innate gift for being open to new ideas, people, and possibilities.

3. **RESPECT** -

- The belief that everyone matters and that we can learn and grow by engaging other people on their own terms.

4. **PURPOSE** -

- Our reason for being that guides efforts to learn and grow.

CHANGING OUR BEHAVIORS...

- Focus on finding the real potential in our work.
- Get up and away from our workspaces to connect with colleagues and engage the world around us.
- Acknowledge the strengths and limitations of our own expertise and seeking to new knowledge and approaches.
- Seek opportunities to collaborate and brainstorm with people who are very different than us.
- Consistently look beyond our walls for ideas and fresh inspiration.
- Embrace chances to get outside our comfort zones.
- Seek to engage with strangers—especially strangers who are very different than us.

UNLOCKING OUR REAL BRILLIANCE...

- 1. REINVENTING ORIENTATION –**
- 2. FINDING A BETTER SEAT –**
- 3. REIMAGING “REWARDS”–**
- 4. SHARING OUR BIGGEST QUESTIONS –**

AND DARE TO EXPLORE THE WORLD AROUND US...



FIVE IDEAS FOR REINVENTING ANY BUSINESS OR WORKPLACE...

I. An Unconditional Guarantee of Satisfaction...



2. Making Customers **Smarter**...



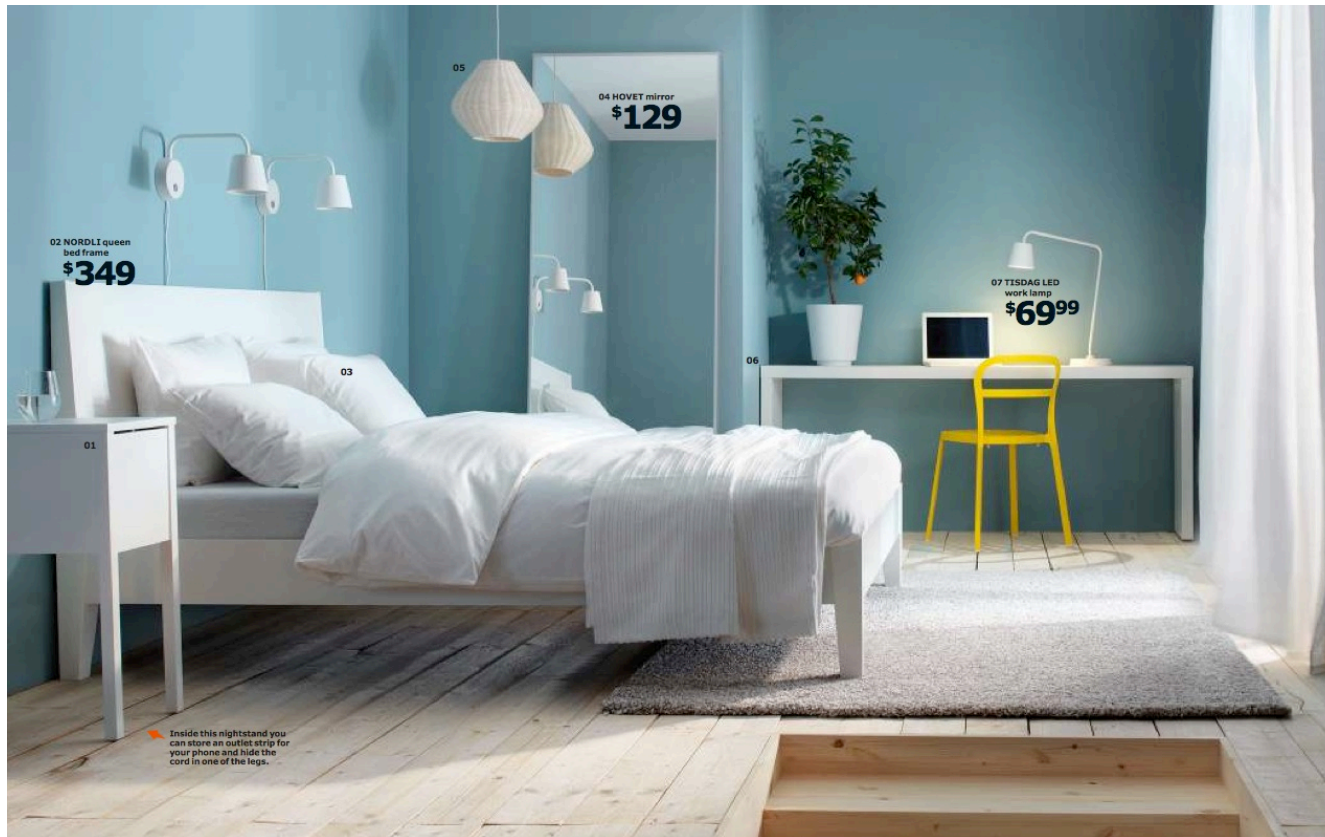
3. Making Customers **More Capable and Confident...**



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4. The Power of Self-Help...



5. The Power of Possibilities...



UNLOCKING YOUR BRILLIANCE TODAY

Seven simple steps to greater innovation and success...

1. Acknowledge that you can swim faster and that success depends on it!
2. Create a culture of greater curiosity, openness, and collaboration to stretch your thinking.
3. Wander around regularly in search of new ideas and inspiration.
4. Make a deliberate effort to connect with strangers from different industries walks of life.

UNLOCKING YOUR BRILLIANCE TODAY

Seven simple steps to greater innovation and success...

5. Hang out with each other and commit to learning the challenges and questions you face.
6. Ask a lot of questions and don't take "YES" for an answer.
7. Put a picture of those you serve on your wall.

ONE CLOSING STORY...



QUESTIONS AND ANSWERS...

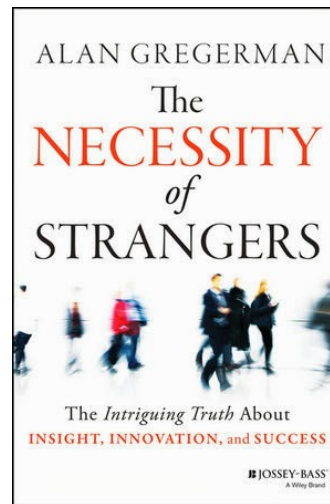


FOR MORE INFORMATION...

We couldn't cover everything in the time available, but if you'd like more ideas on unlocking the genius in yourself and your organization you might enjoy reading...

The Necessity of Strangers – Available wherever thoughtful books are sold.

And the “**Surrounded by Geniuses**” blog: www.alangregerman.com



WE WOULD ALSO BE GLAD TO...

Design a workshop, seminar, or keynote presentation to help unlock the genius in your organization and all of its people.

To explore this possibility, simply give us a call or send us an email:

301.585.1600

innovate@venture-works.com

We also provide a wide range of free and reduced-cost programs for nonprofit organizations in the Washington, D.C. area, around the U.S. and beyond. To see if your organization is a good fit, visit our website www.venture-works.com and click the link that says “20% for Good.”

SINCERE THANKS FOR PARTICIPATING!

And let's stay connected...

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