

What is a culture of innovation?  
How do you communicate the  
importance of innovation within  
your organization?

Do we need a  
**marketing plan?**

**IT person  
+ an idea**

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**CHANGE! NOW!**

**Is it time to**

**punish**

**the**

**loiterers?**

**(and what does this really mean?)**

# Culture of Innovation



## Who is behind this?

M.J. D'Elia is the primary program designer and facilitator for The Startup Library workshop series (but expect to see some other facilitators mixed in too). He is the Head (Acting) of the Learning and Curriculum Support team at the [University of Guelph Library](#). MJ also teaches the introductory [Entrepreneurship](#) course for the [Department of Marketing and Consumer Studies](#). He loves any idea that improves the user experience. But he loves making those ideas happen even more.

He collaborated with Robin Bergart on the [Innovation Boot Camp](#) experience a few years ago. He considers The Startup Library to be Act Two.



Amanda Etches, Robin Bergart and Doug Horne are also involved as key advisors, facilitators, and all-round fantastic people.



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# INNOVATION BOOT CAMP

McLaughlin Library University of Guelph

August 14, 2013

**And after innovation...**  
Posted by mjdedia under [final thoughts](#)  
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Innovation Boot Camps workshops and conference presentations are a lot of fun, but they really only scratch the surface of what is possible when it comes to innovative thinking. Many of the workshops I've mentioned in the blog served as team-building activities. Personally, I think the team-building objective is perfectly fine. After all, IBC is a simple way to work together and build confidence in each other (and it beats those "trust fall" activities any day). The problem comes when someone wants to take their IBC experience back into their workplace. How can you effectively translate the activities from an IBC workshop into your environment?

I've had this question a lot, so as I continue to explore and experiment with methods of

**The Bulb & Helmet**  
  
I.B.C.



What kind of formal and informal barriers exist in organizations that thwart experimentation and risk taking?

**What HAVEN'T you noticed lately?**

**Dichotomous thinking – pros & cons, advantages & disadvantages, strengths & weaknesses – the number one impediment to creating a culture of innovation**

THE EXPERT MAY HAVE ALL OF THE RIGHT ANSWERS BUT HE RARELY HAS ANY OF THE RIGHT QUESTIONS

**Kill the Devil's Advocate**



How does innovation relate to  
the core values of our  
organizations and our  
subcultures?

# University of Guelph Values

- Learning
- Service
- Intellectual Freedom
- Stewardship
- Access
- Innovation
- Communication
- Integrity



law #6: the library is a  
**diverse creature**

What role do notions such as failure, openness, and risk play in innovation?

the goal is **not** to “be successful”  
the goal is to **learn** about what  
works

“the only way to double your  
success rate is to triple your failure  
rate”

What proportion of innovation is  
done officially vs. informally?

officially

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**informally**

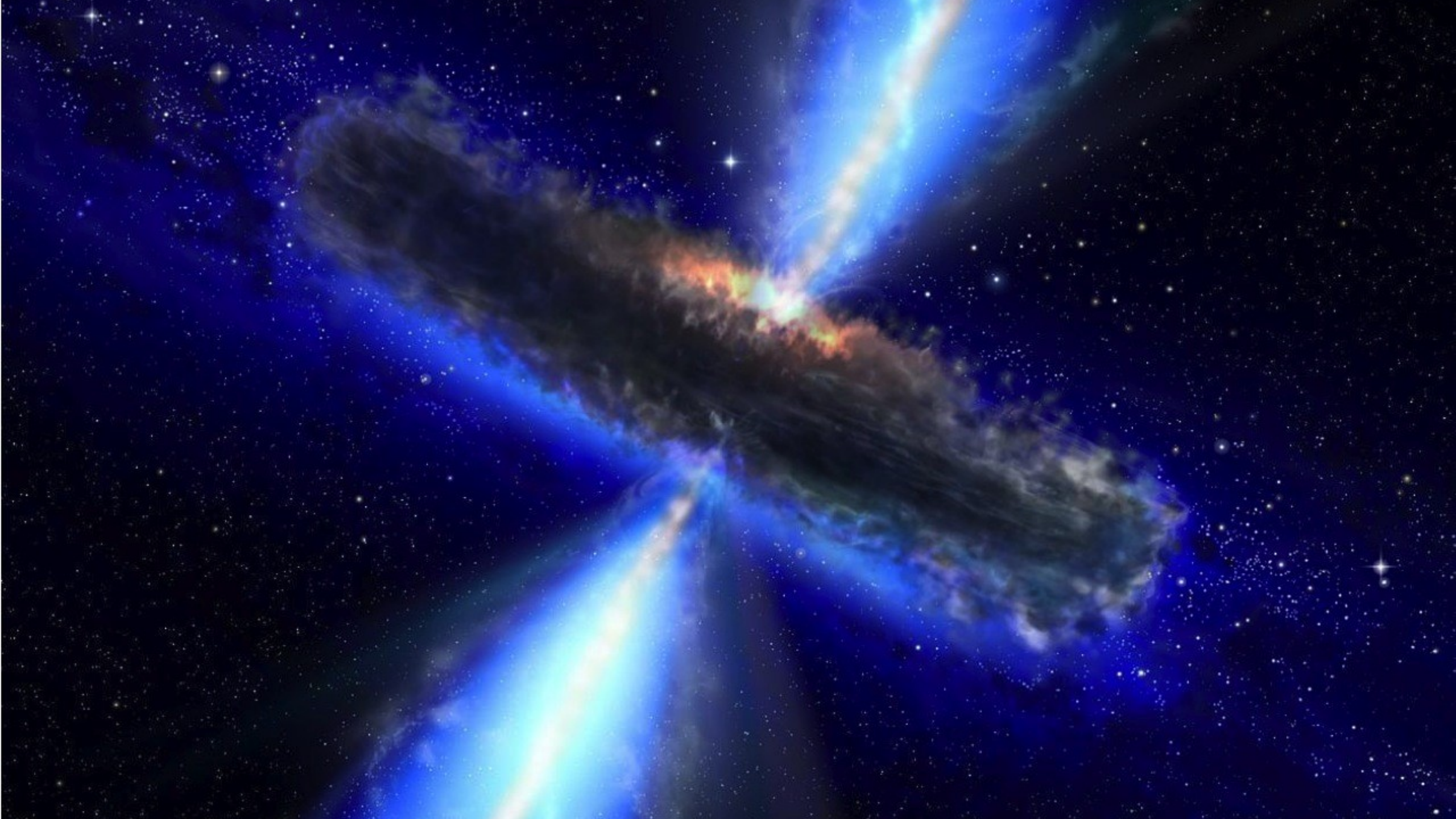
This is work?



**This is work.**

How do we know that innovation is impacting the end user? Is this something we think of before or after?





**Our**

**users**

**are not**

***snowflakes***

Is failure more accepted in  
library IT than other parts of the  
library? If so, why?

How do you celebrate failure?

How should we celebrate  
failure?

Has anyone actually ever  
been rewarded for  
talking about

*failure?*

**Change**

the

**frame of reference**