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 = 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. M.J. 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.
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

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