



# INNOVATION MINDSET & TOOLSET

MOWBRAY BY DESIGN

# Introduction

## Why do great ideas for innovation often die in the boardroom?

This is the question the Kuwaiti Foundation for the Advancement of Sciences asked us to look into in 2019 for a cohort of directors and board members across the sectors. It piqued our interest - it's a good question.

We engaged a team of Phd.'s, heads of innovation and organisational psychologists to dig into the challenge and design a programme based on behavioural science.

We started with a simple formula: ideation + implementation = innovation. In other words, any innovation is simply a byproduct of great ideas put into action.

We also confirmed our research over the years: creativity and innovative thought and action need the right environment and culture to thrive.

And most importantly, we need people with diverse thinking, disciplines and backgrounds to collaborate and work together in a new way to arrive at innovation.

Failure to do this is one of the primary reasons why great ideas often die in the boardroom.

It's interesting to note that when surveyed at the end of 2020, 70% of leaders reported that they believe they are innovative.

The reality is, we've all had to shift, change and pivot our way through 2020, one of the most disruptive years of our lifetimes. We've resorted to short-term tactical thinking and crisis management, which may feel like innovation, however, they are not necessarily one and the same.

**True innovation requires a very different type of creative collaboration.**

Your team's diverse skills, experience and perspectives need to work together to build your team's confidence to tackle complex challenges.

Today, leaders around the world recognise the urgent need to build a sustainable culture of innovation. To shift their organisational mindset from one of short-term tactical thinking and survival to thriving through collaborative, creative thought and action.

In this overview, you'll discover how we use behavioural science to take you on a powerful journey to navigate ambiguity, unearth bold ideas and embrace new ways of working together.

"Creativity is thinking up new things.  
Innovation is doing new things."  
THEODORE LEVITT

# INNOVATION MINDSET & TOOLSET

**“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”  
Buckminster Fuller**

Innovation that impacts the market and creates value for your stakeholders only occurs when you adopt a human-centric, open approach to creative collaboration.

There are a number of key factors across the innovation cycle that are vital to bringing great ideas into fruition.

Each member of your leadership team will have qualities and strengths across some of these factors, however, no one individual encompasses them all.

We've designed this engagement to give you a clear understanding of your team's inherent strengths and potential blind spots so that you don't have to guess.

When you understand where you fit into the innovation cycle and the vital aspects each and every member of your team brings to the table, you enable and unleash the powerful diversity your team offers.

## Building a culture of innovation starts at the top.

You'll also create a fertile environment for ideas to land and grow and foster sustainable growth and development across your organisation.

# INNOVATION MINDSET TOOLSET

<b>FORMAT</b>	Interactive Online Team Engagement
<b>TIME</b>	2 Half-days + 60 - 90 minutes per month over 6 months
<b>SUITABLE FOR</b>	Leadership & C-Suite Teams
<b>INCLUDES</b>	Psychometrics, diagnostics, models & tools

## There are two critical components for success: Mindset & Toolset.

This engagement encompasses both. We use Lumina Learning's award-winning integrated suite of digital psychometrics and Innovation models and tools to give you instant insight into where you are right now and to support you well into the future.

We then take you through a process of developing and using your team's collective thinking and capabilities across the innovation cycle.

We support you to build a thriving culture of innovation, specifically suited to your business and the context in which you operate.

## OUTCOMES

- Overcome inertia and uncertainty by taking a journey together through an iterative process designed to spark creative collaboration.
- Using behavioural science, understand where you fit into the innovation cycle, individually and collectively and unleash the powerful diversity your team offers.
- Create the cultural conditions for ideas to land and grow and foster sustainable growth and development across your organisation.
- Launch and drive your innovation projects with continued support over a period of six months.

# INNOVATION MINDSET TOOLSET

## The Engagement

### CONSULTATION & PRE-WORK

We get deeply curious, ask loads of questions, listen hard, get clear on your purpose and establish measurable outcomes.

### PSYCHOMETRICS & ONE-2-ONE FEEDBACK

Your team will each be sent a link to the Lumina Spark Portrait, which takes approximately twenty-minutes to complete online. This delivers the individual, team and innovation reporting, which forms the foundation of this engagement.

- Each team member will receive a full Report and Personalised Workbook followed by a sixty-minute one-to-one feedback session.

This will give you invaluable insight into your dynamic personality under different circumstances. You will increase your self-awareness, reveal hidden potential and cope better under pressure. You'll also discover practical actions for improved communication, collaboration and leadership.

### TWO TEAM SESSIONS

Having gained the foundation of self-knowledge, we come together for two fully interactive three-hour online sessions over the course of two weeks to:

- Give you insight into the powerful diversity within your team, valuing each other's differences, reducing the barriers between you and enabling more authentic connections.
- Using our Innovation diagnostics, tools and models, fully expand on how you operate across the innovation cycle and how best to collaborate to unlock your team's ability to generate new ideas and reach better solutions.
- Establish the conditions your team needs to foster a thriving culture of innovation.
- Launch your innovation projects.

# INNOVATION MINDSET & TOOLSET

## SIX TEAM MEETINGS

We meet online for 60 - 90 minutes on a monthly basis over the course of six months to support you across your innovation projects. We act as thought-partners, challenge your collective thinking, help you to broaden your perspectives and develop the ability to think about the future from a wider angle. You will also:

- Strengthen and deepen collaboration with your team members and foster your culture of innovative thought and action.
- Gain fresh insights, critical thinking and the collective wisdom of your peers.

## Meet your Facilitator

LOUISE MOWBRAY

Founder, Mowbray by Design & Lumina Learning Practitioner

Louise is a thought-partner, coach, strategist and consultant to entrepreneurs, leaders, c-suite and their teams across a number of countries, cultures and sectors. She specialises in conscious leadership and business as a force for good, trends, futures, foresight and DEI. As a professional speaker she is regularly invited to deliver keynotes and workshops, has lectured for a number of business schools and is Associate Faculty for both CCL and Duke. Louise is also the Host of LIFT Podcast, LIFT Conversations on Camera and Time to Pivot open sessions.



## LINKS

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