

The background of the slide features a semi-transparent, light green overlay containing silhouettes of three people. On the left, a person is leaning forward, looking towards the center. In the middle, another person is standing with their hands raised in a gesture, possibly explaining something or gesturing during a presentation. On the right, a third person is partially visible, looking towards the center. The overall scene suggests a collaborative meeting or a workshop session.

Go With It: Embrace the Unexpected to Drive Change

ATD webcast

June 12, 2017

Presented by Karen Hough, Founder & CEO, ImprovEdge



Megan Tschannen-Moran



“Connected people trust each other. Trust is the glue that holds people together through good times and bad.”

Change



Kodak

Blockbuster

MySpace

Borders

Change



Ko~~X~~ak

Apple

Blockbuster

MySpace

Borders

Change



Ko~~X~~ak

Bl~~X~~ckbuster

MySpace

Borders

Apple

Netflix

Change



Ko~~X~~ak

Bl~~X~~ckbuster

My~~X~~space

Borders

Apple

Netflix

Facebook

Change



Ko~~X~~ak

Bl~~X~~ckbuster

My~~X~~space

Bo~~X~~nders

Apple

Netflix

Facebook

Amazon

Why?



Companies avoid risk.
People fear change.

Improv is the answer!



Yes, And!

Allow innovation to happen



Yes! And...

NBBJ



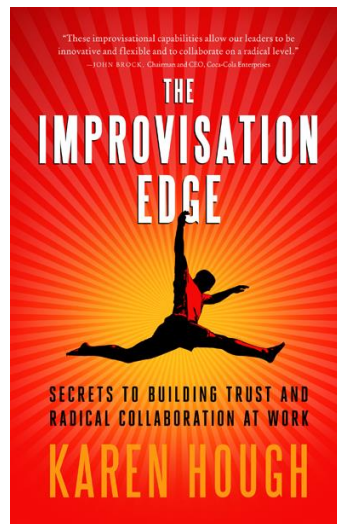
Innovation

- **Improvisation – we all improvise!**
- **Behaviors that propel innovation**

Improv Cycle of Change and Innovation



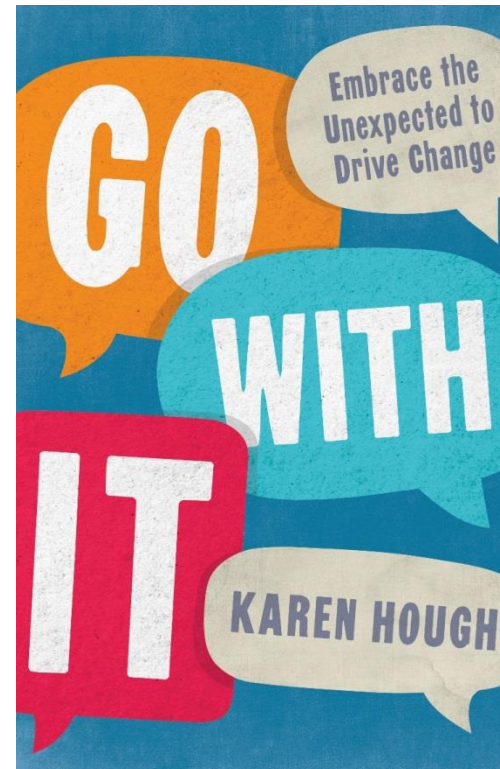
Amazon #1 Bestseller!



New book launch October 2017!



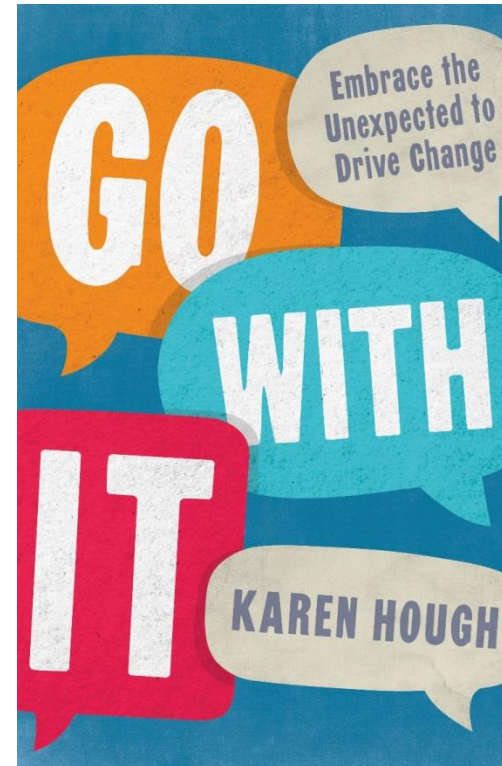
Manage change and
innovate like an
improviser!



Text to Win!



1. Text **INNOVATION** to: **66866**
2. Reply with your **email**
3. You receive:
 - 4 improv exercises
 - Sample chapter “Go With It”
 - Chance to win signed copy of new book!



Improv Cycle of Change and Innovation



THINK UPSIDE DOWN



Thinking Upside Down =
Creative Constraint

THINK UPSIDE DOWN



Constraint → Innovation

Apollo 13

Improv Cycle of Change



CHANGE



Problem: Your Brain on Change

Answer: Breathe, Observe, Ask Questions

CHANGE



Your Brain on Change!

CHANGE



“Stress makes you stupid.”

CHANGE



Breathe

CHANGE



Observe



Ask Questions:

“Yes, and how do you feel about...”

“Yes, and what do you think...”

“Yes, and when are ...”

“Yes, and who is the”

Your Exercise in Innovation



Which behavior can you use today?

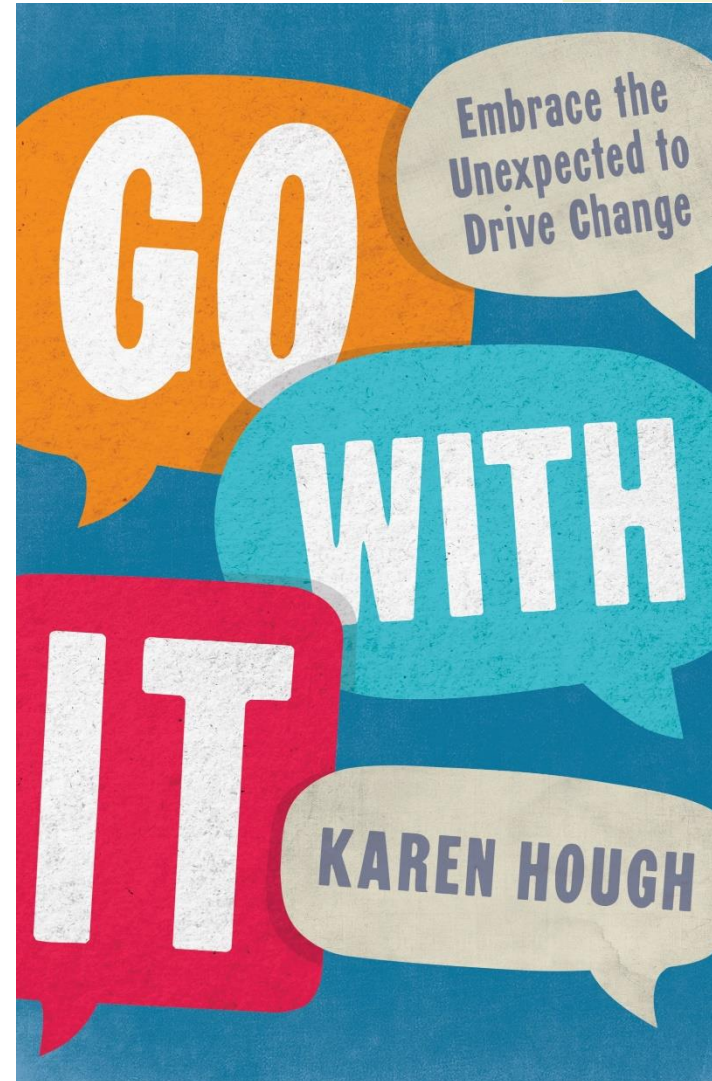
- Say “Yes!”
- Collaborate
- Build an idea out as far as it will go

Launch October 1, 2017!



Manage change and
innovate like an
improviser!

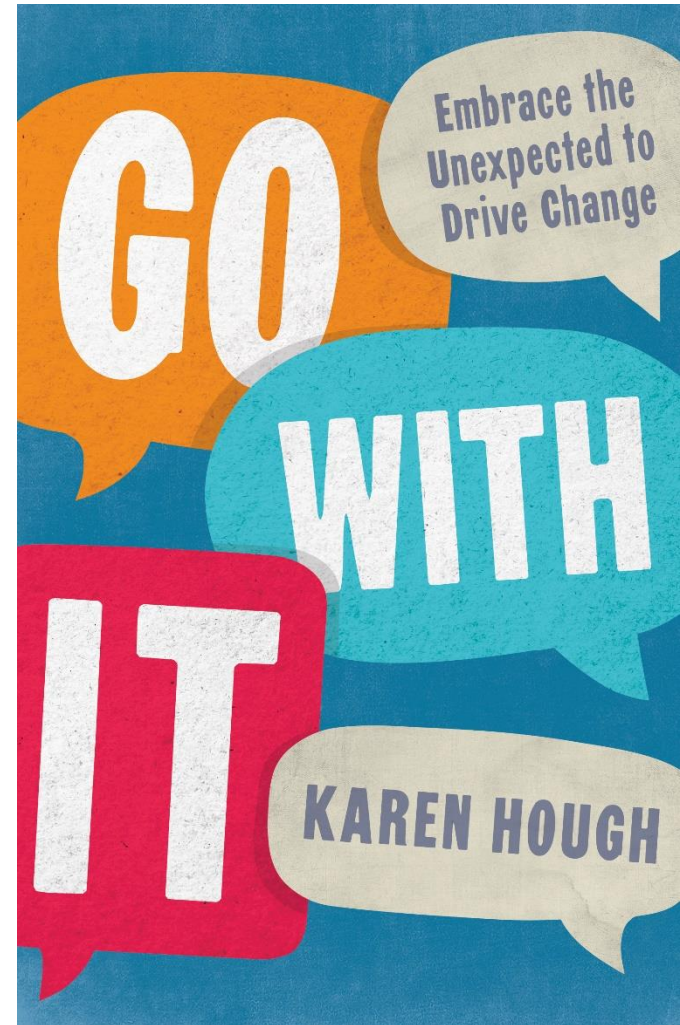
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