

ENGAGING TEAMS FOR CREATIVE PROBLEM SOLVING

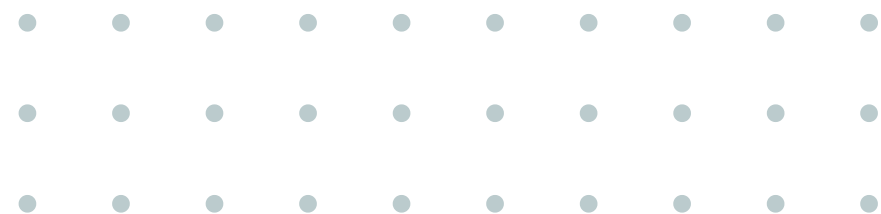
Lessons from Silicon Valley



WHO AM I?

- Boy Scout
- Engineer
- Entrepreneur
- Tinker-er
- νέο χωριάτης
- 15yrs in Silicon Valley

Derek Roedel



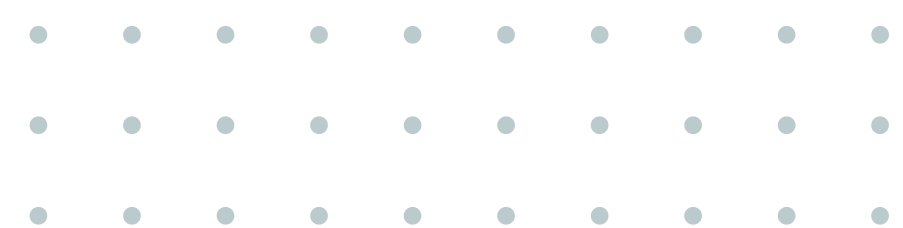


01. **VISION**
The guide

02. **TEAM**
Building a new one or opening the minds you have

03. **INTERNAL OPERATIONS**
Less hands-on than you think

04. **MY KEY TIPS**
Where I found success



KEY TOPICS



VISION

Define it

Communicate it

It's existence empowers employees!



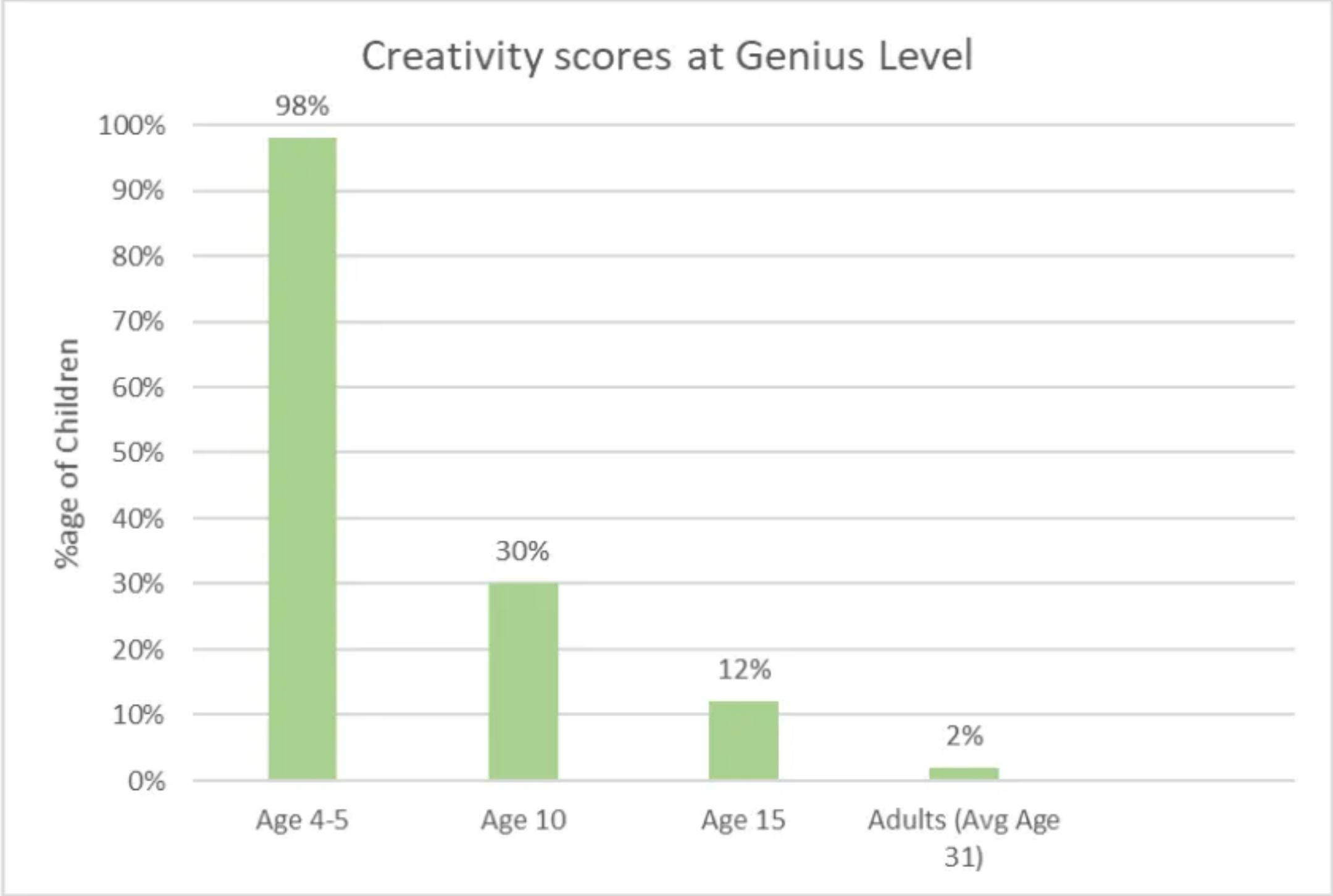
SILICON VALLEY THE TECH HUB



- DENSELY POPULATED URBAN AREAS
- INTERNATIONAL AIRPORTS
- NASA AMES RESEARCH CENTER
- LEADING UNIVERSITIES



ARE YOU LOOKING FOR GENIUSES?



“Curbing divergent thinking (idea generation, novelty ect) creates cognitive conflict thereby depleting brain capacity”

Prof. George Land (NASA Creativity test)

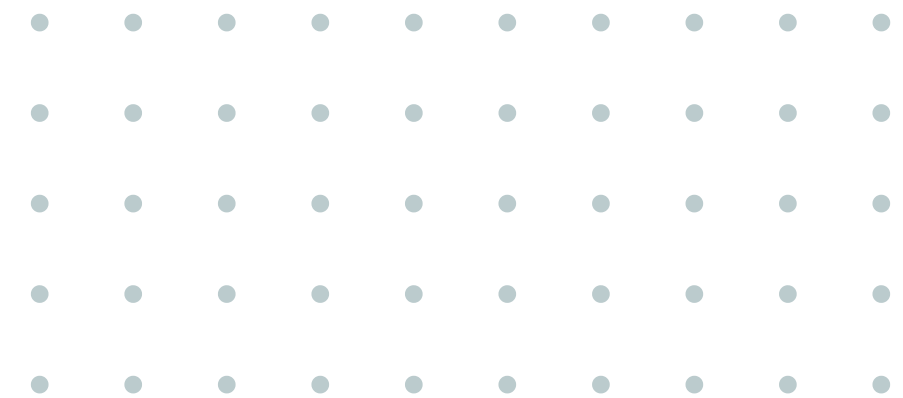




TEAM OPTIONS



Are you looking at what they have done,
or what they **CAN DO**?



Why?

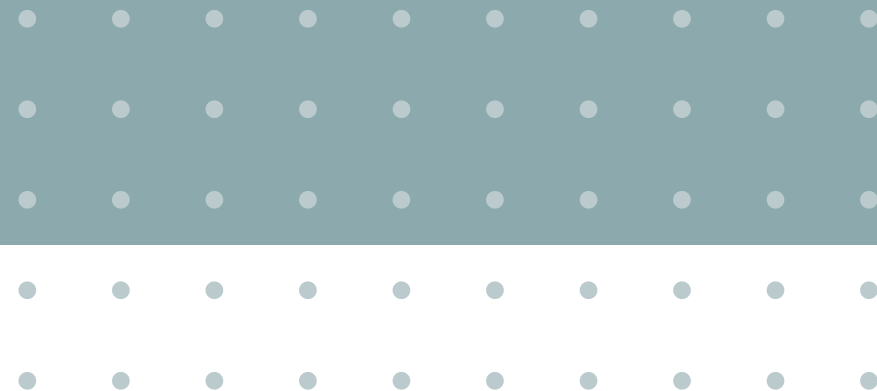
*Wonder is what opens
brains*



COACH VS TEAM



- Train together
- Coach provides strategy
- Team makes decisions on the field



FAILED

Test options internally to
Knock out market failure
potentials



ENGAGE THE TEAM BY



- **GIVE THEM A VISION TO LIVE BY**

This will be in their minds for every decision

- **STEP BACK FROM ACADEMICS**

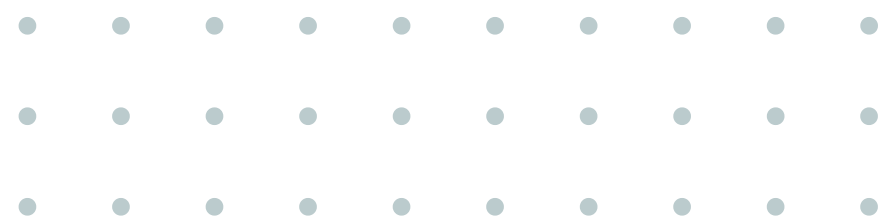
Problem solving happens when diverse backgrounds and open minds interact

- **TRUST THE TEAM**

Train, then LEAD the team – don't manage them

- **CULTURE OF QUESTIONS**

Make it safe to ask questions & look for knowledge in unconventional places

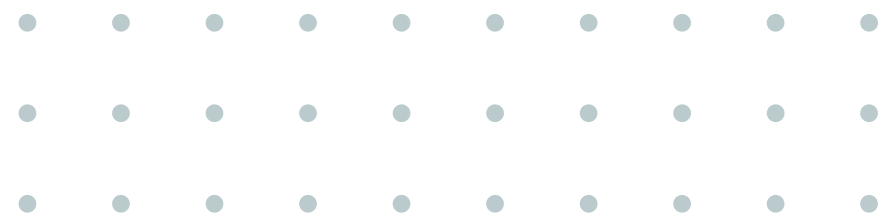


DEREK'S TIPS FOR THE TRAIL AHEAD

Ask Questions

Share Knowledge

Lead with optimism



WANT HELP WITH YOUR WILD IDEAS?

*Reach out:
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