

when the going gets **weird**

the smart get **creative**

THE PRIZE

Make Things Better

by Making Things Different

THE PRICE

University of Westminster
School of Biosciences 2008

*reduces bacterial
count by 60%*



*increases bacterial
count by 255%*



*increases bacterial count by 42%
spreads bacteria 2+ metres*

better
is **always**
different



different
is **NOT** always
better

(EXHIBIT C)



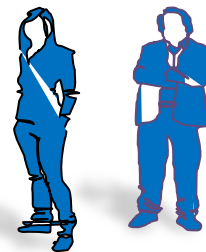
1. What **things** need to be better?
2. How do we **define** 'better'?
3. What's the real **value** of that?
4. How will we **measure** better?

I've got
an idea!



It's been done.
It's never been done.
It'll never work.
We tried that in 1972.
Not in the plan.
Not how we think.
Not how we operate.
You're new here.

We don't
have the
time/money/
talent/cred/
courage



Give me
problems
I'll give
you ideas



Give me big
ideas and
I'll give you
solid plans

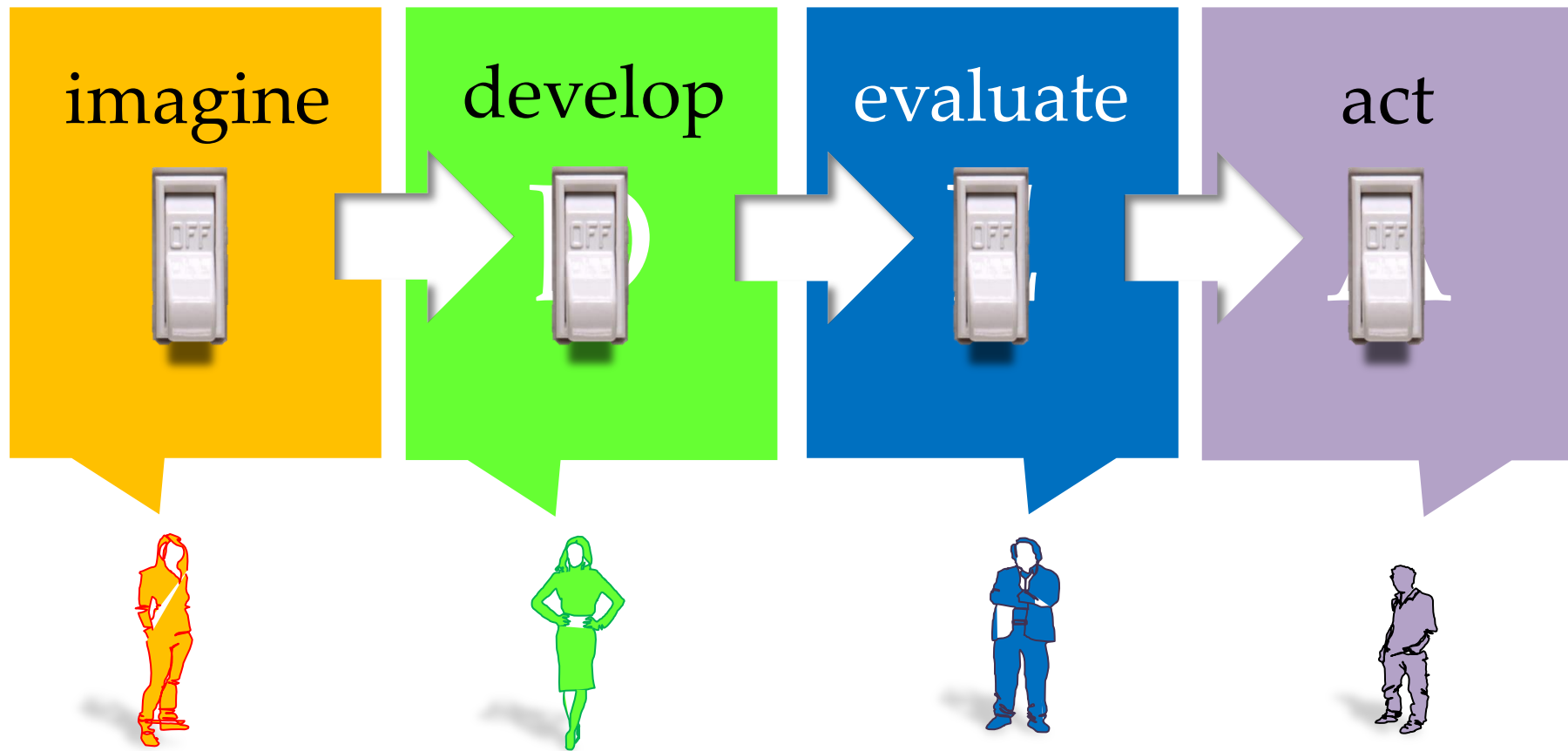


Show me a
plan and I'll
find all the
risks



Tell me the
risks and let
me get on
with it





I want
challenge,
freedom,
space, time
and
inspiration



I want
problems,
ideas,
limitations,
goals and
parameters



I want
plans, facts,
data, options
numbers,
risks and
costs



I want
decisions,
deadlines,
resources
and a little
trust



imagine

develop

evaluate

act

rambo

panic junkie

party pooper

mastermind

irritant

t crosser & i dotter

rebel

empire builder

perfectionist

Every psychological disorder
is its own job description.

compulsive

cynic

action figure

neurotic

nut job

iconoclast

space cadet

bureaucrat

devil's advocate

control freak

scheme weaver

loon

enforcer

process fiend



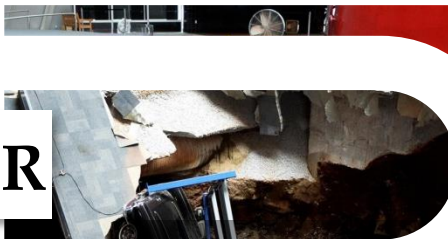


+8.6 million views

BEFORE



OR



&



AFTER



NEXT

BAU

CRISIS

INNOVATION

**MY WORK/LIFE
CLASSIC**
(Pre-COVID)



*hand
shakes?* *cafe
meeting?*

Business as Usual

*coal
face
intel?*

&

**MY WORK/LIFE
PANDEMIC**
(COVID ERA)



*trakkie
dacks?* *screen
share?*

New Normal

*quick
meetings?* *new
market
place?*

=

**MY WORK/LIFE
EPIC**
(Post-COVID)



**World's
Next Practice**



lifesavers, rubber bands, **potato chips**,
corn flakes, chaos theory, microwave, teflon,
pacemaker, **cheese** razorwire, photography,
x-rays, weeties, ~~shatterproof~~ glass dynamite,
vulcanised rubber, ~~silly putty~~ scotchguard,

didn't

cholera vaccine, ~~something that wasn't~~ waffle sole,
x-rays, smallpox vaccine, popsicle, **america**,

did

choc-chip cookies, ~~chicken~~, champagne,
radio astronomy, sticky notes, denim,
artificial heart, margarine, sandpaper,
group therapy, karaoke, foam rubber etc...



So why do
we think
it's a
problem?

It's not what we had expected
It's not in the plan
It's not in the budget

We're not set up for this
We don't work like that
We don't think like this

This wasn't **supposed** to happen

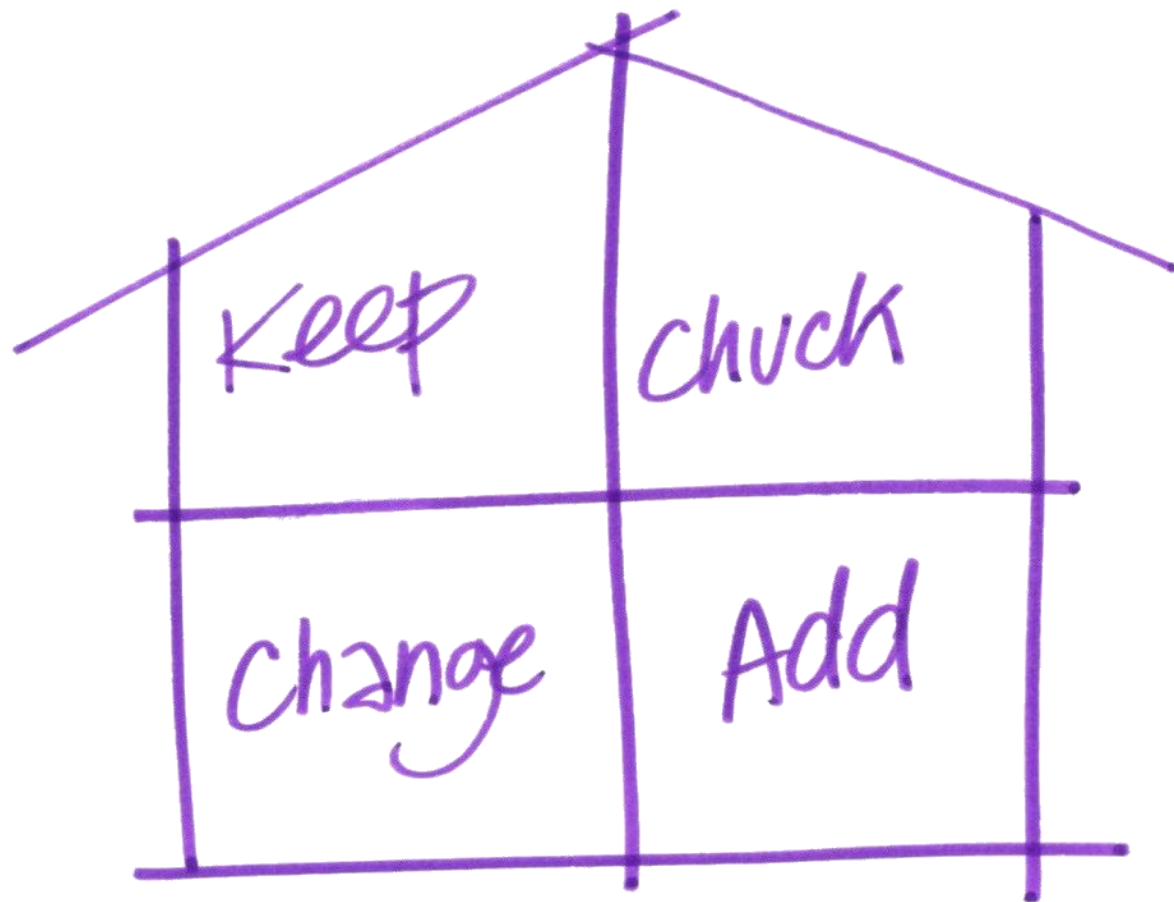


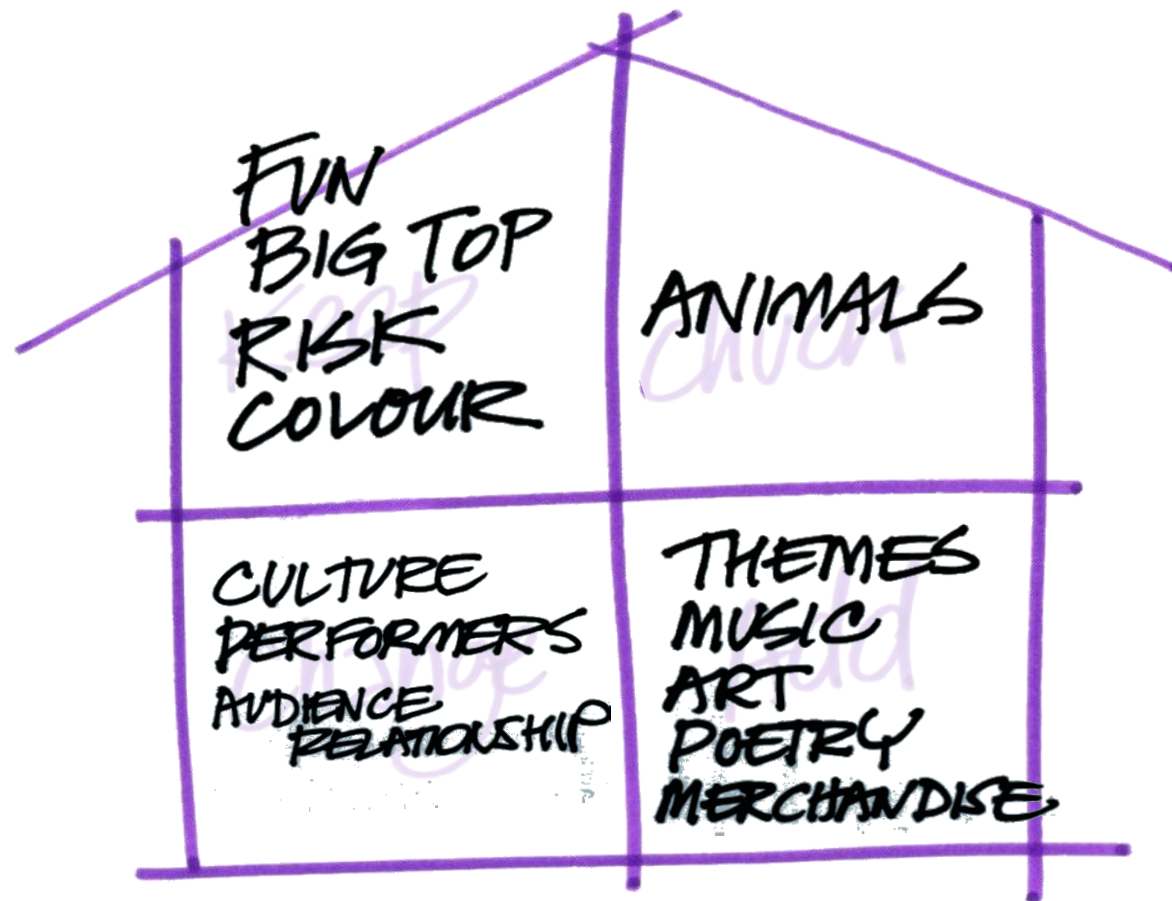


What do you think
you can't do without?

Imagine you
don't have it and
can **never** get it.

Can you do better without it?





Status Quo

is not the future

