

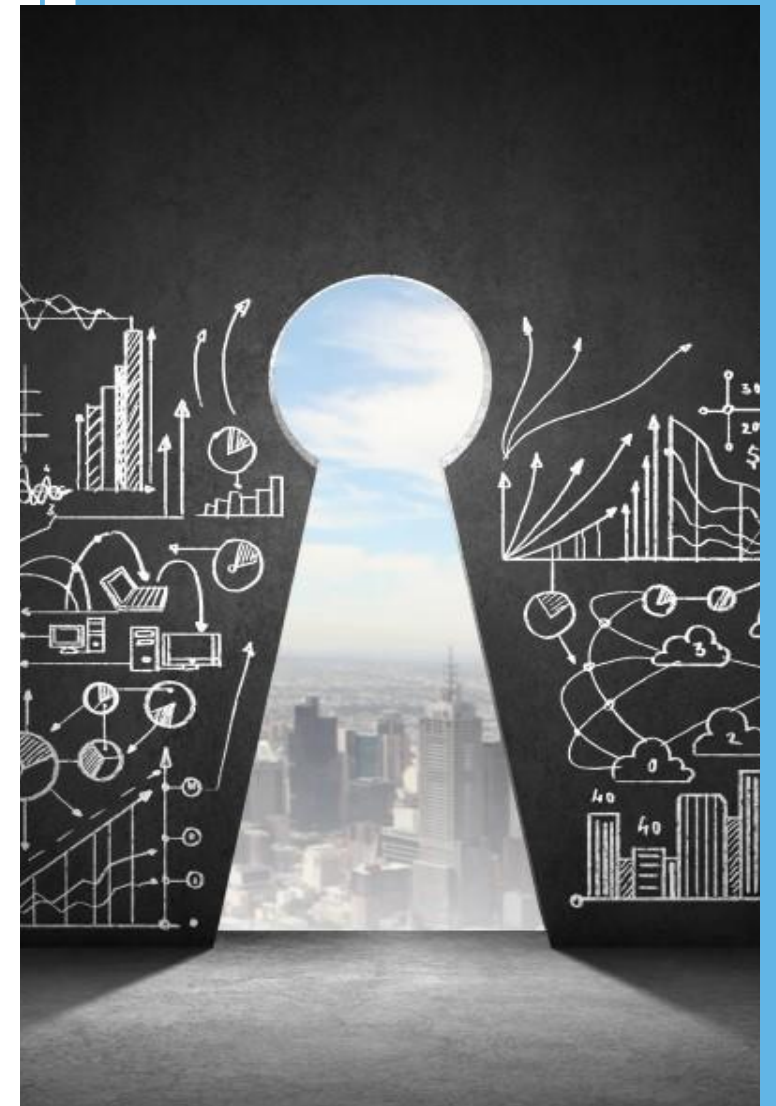


Smarter Together: *Unlocking The Collective Genius of Co-Creative Communities*

December 7, 2016

About the Alliance

Inspiring Innovation to
Advance Communities



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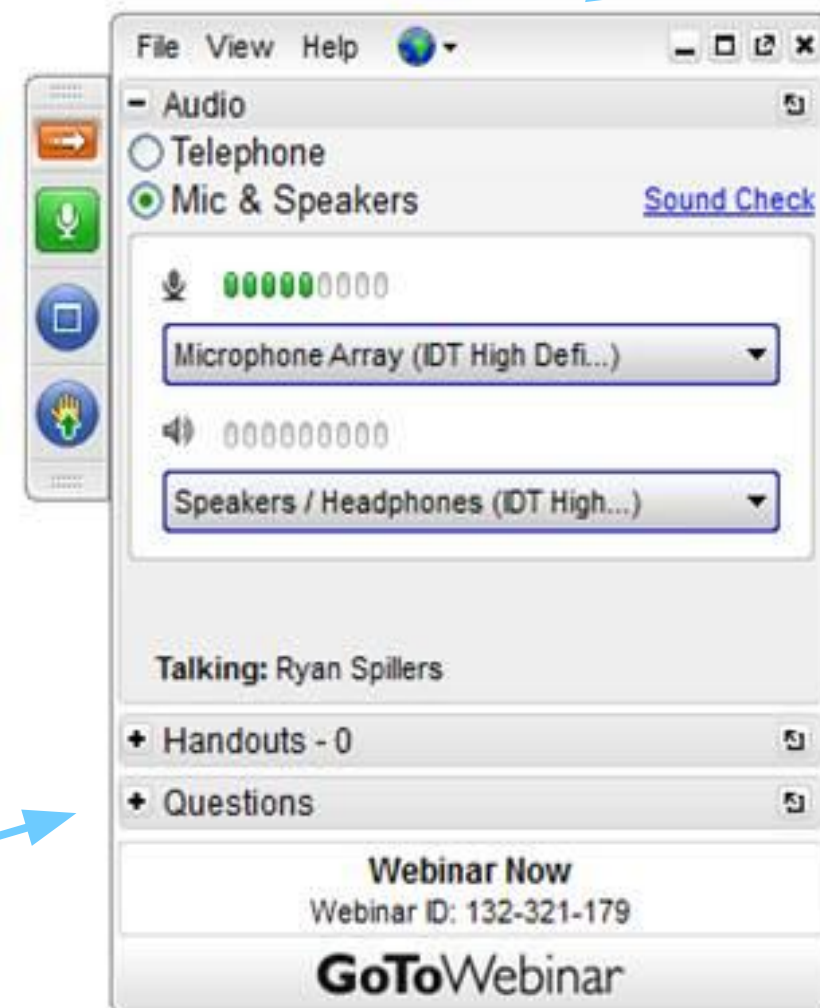
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Ask Questions:

Using your Go To Webinar Toolbox



Introducing Today's Presenter



- Michelle Royal
CEO and Founding Visualizer
RIDG (Royal Innovation
Design Group)



Smarter Together:

Unlocking The Collective Genius of Co-Creative Communities

Michelle Royal
RIDG - CEO



AGENDA

1. Co-Creation
2. Why It Matters
3. What It Is
4. Who Are Co-Creators
5. The Story
6. The Assessment
7. The Workshop



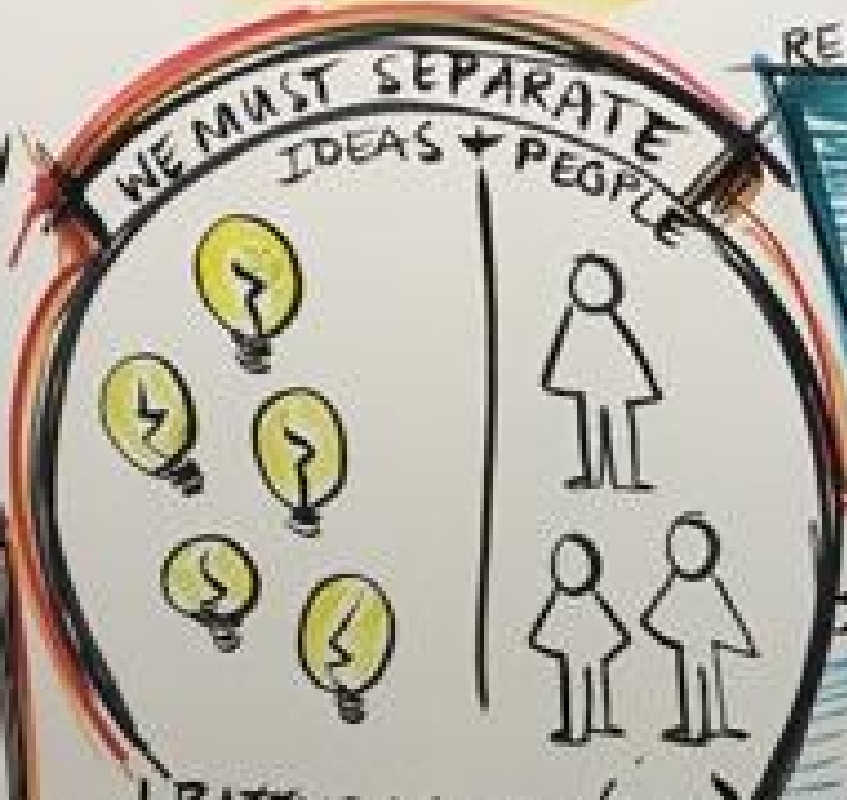
ADAM STELTZNER



"Planning is everything
The Plan is nothing"
- Eisenhower

CURIOSITY
BASED
DECISION
MAKING

THE RIGHT KIND OF CRAZY



RELAX
Hold ONTO
THE DOUBT

CAN WE...
BETTER
FASTER
CHEAPER?

TRUST + COLLABORATION
12-1 CLUNCHS

1. BATTLE OF IDEAS (BRAIN)
2. PEOPLE CARE FOR PEOPLE
LOVE + RESPECT



LANDING CURIOSITY WAS HARD

What could we Do

MARS CURIOSITY ROVER

012
SCIENCE
LABORATORY



Why Co-Creation Matters, Now More Than Ever

50% LIVE IN CITIES



**75% LIVE IN CITIES IN
OUR LIFETIME**





What is Co-Creation?

Co-Creation:

City makers working with citizens to solve problems together and enhance the place you live, work and play.

Co-Creation:

City makers working with citizens to solve problems together and enhance the place you live, work and play.

Innovation: Building value together, making our cities more interesting, more loveable and more livable.



Who is a Co-Creator?

A new picture of Innovation

Co-Creator:

Unofficial city-maker who makes the city the rest of us enjoy.

WIKI-PRINCIPLE:

1% of people who make the 99% content

-Peter Kageyama, Author, *For The Love of Cities*

The Ultimate Co-Creator: Rob Bliss






Grand Rapids Lip Dub

Polling Question

What the biggest challenges/roadblocks you face in driving co-creation?

- Bureaucracy (lack of Support)
 - Too Many ideas or ideas are too big to implement
 - Lack of resources (Money/Time/Talent)
 - Don't know how to activate the co-creation
 - "We've always done things this way"
- 



How to Instantly Ignite This Resource in Your Organization

YES...AND...

—



What's Our Garden Hose Solution?



Where's the

FUN?!

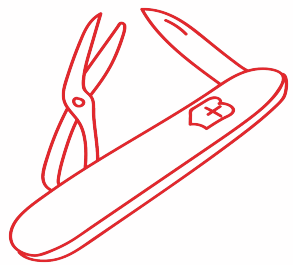
CONVIVIAL





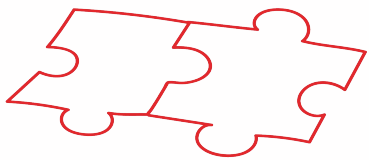
**WHO is a
Co-Creator?**

Genius Characteristics



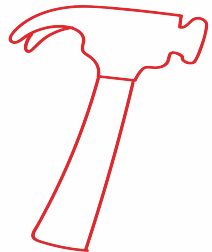
Resource Master

- Use resources smartly



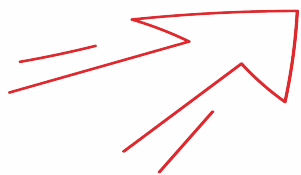
Synthesizer

- Orchestrate cohesion or fusion



Maker

- Create for the community



Implementer

- Move vision to action



PERMITS to PERMISSION





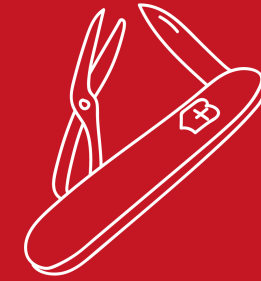
THE ULTIMATE MELT™



WE CATER
425-269-4655
@theultimatemelt

GOURMET GRILLED CHEESE
www.theultimatemelt.com





Resource Master: Lynnwood

It's Our Parking Lot

GOAL vs. FUNCTION

GOAL is Quality of LIFE





Synthesizer: Aaron Perri





CITY OF SOUTH BEND

VENUES PARKS & ARTS

South Bend Indiana

Downtown VPA

Parks and Rec
Performing Arts
Convention Center



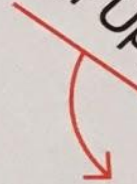


Makers: Chip and Joanna Gaines





Stars of
HGTV's
Fixer Upper



WHAT YOU CAN LEARN FROM AIR

Entrepreneur

OWN CASH TO GROW

Chip and
Joanna Gaines
Saved Their
Business—
and Their City



MAGNOLIA



Grand Opening

MAGICAL



**Implementer
Tony Hsieh
Zappos
Freemont Street**



downtown vegas
makes you smarter
(if you know where to look)

downtownspeakerseries.com

DIVERSITY + DENSITY

1. Zappos employees
2. Tech Startup Community
3. Small Business Community
4. Fashion Community
5. Art and Music Communities
6. Other Passion Communities
7. Local Residents

THE BIG BET

Accelerating
Collisions, Co-Learning, and Connectedness

...will lead to...

Happiness, Luckiness, Innovation, and
Productivity

STYLE

HOUSE





STL (Retro)

from \$23.95



Fo' Chouteau

from \$23.95



Downtown

from \$23.95



Vegas St. Louis Sign

from \$23.95



(314)

from \$23.95



Benton Park

from \$22.95



Benton Park West

from \$22.95



Bevo Fever

from \$23.95



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FREE STICKERS!

FILL OUT & PUT ON ABANDONED BUILDINGS AND BEYOND

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FR

FILL OUT

I W







CREATIVE LOADING

BEST *of the* **BAY**

**BEST CONVERGENCE
OF ART AND SCIENCE**
Community stepping
stones Beautiful Distinctives

Critical pick





NOMAD ART BUS







Easy to donate:
[PayPal.me/NOMADartbus](https://www.paypal.com/donate/?url=https://www.paypal.me/NOMADartbus)

For every \$500 we raise, TOD
will provide a day of class
& outreach to at-risk youth.
We need \$5,000 by midnight, 10/1.
Can you help?

WILSON



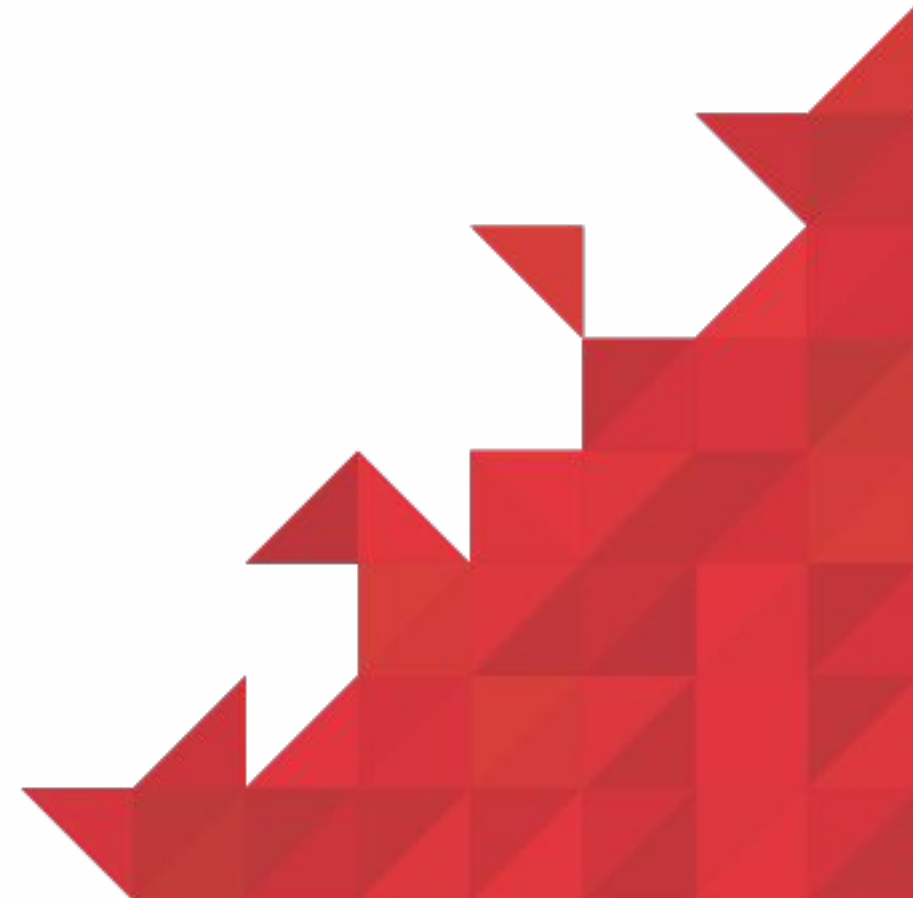
What Does All this Mean?

**YOU HAVE EVERYTHING
YOU NEED TO START**

Polling Question

We know and engage the co-creators in our community:

- Agree
- Somewhat agree
- Neutral
- Somewhat disagree
- Disagree

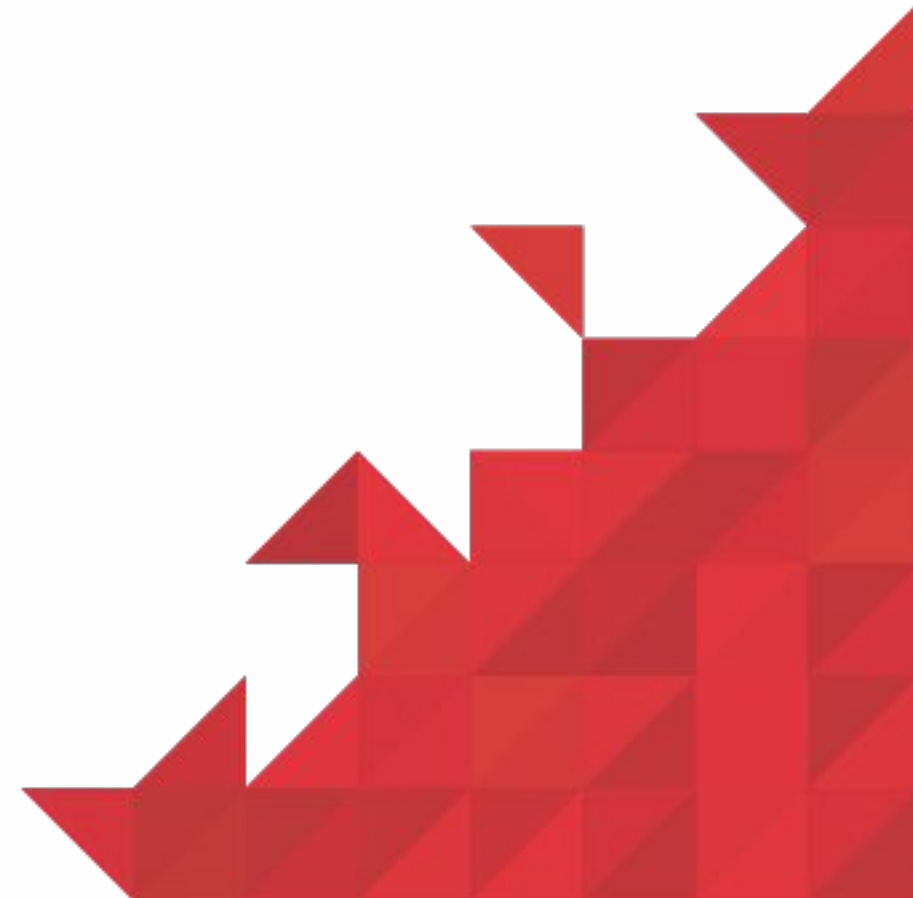




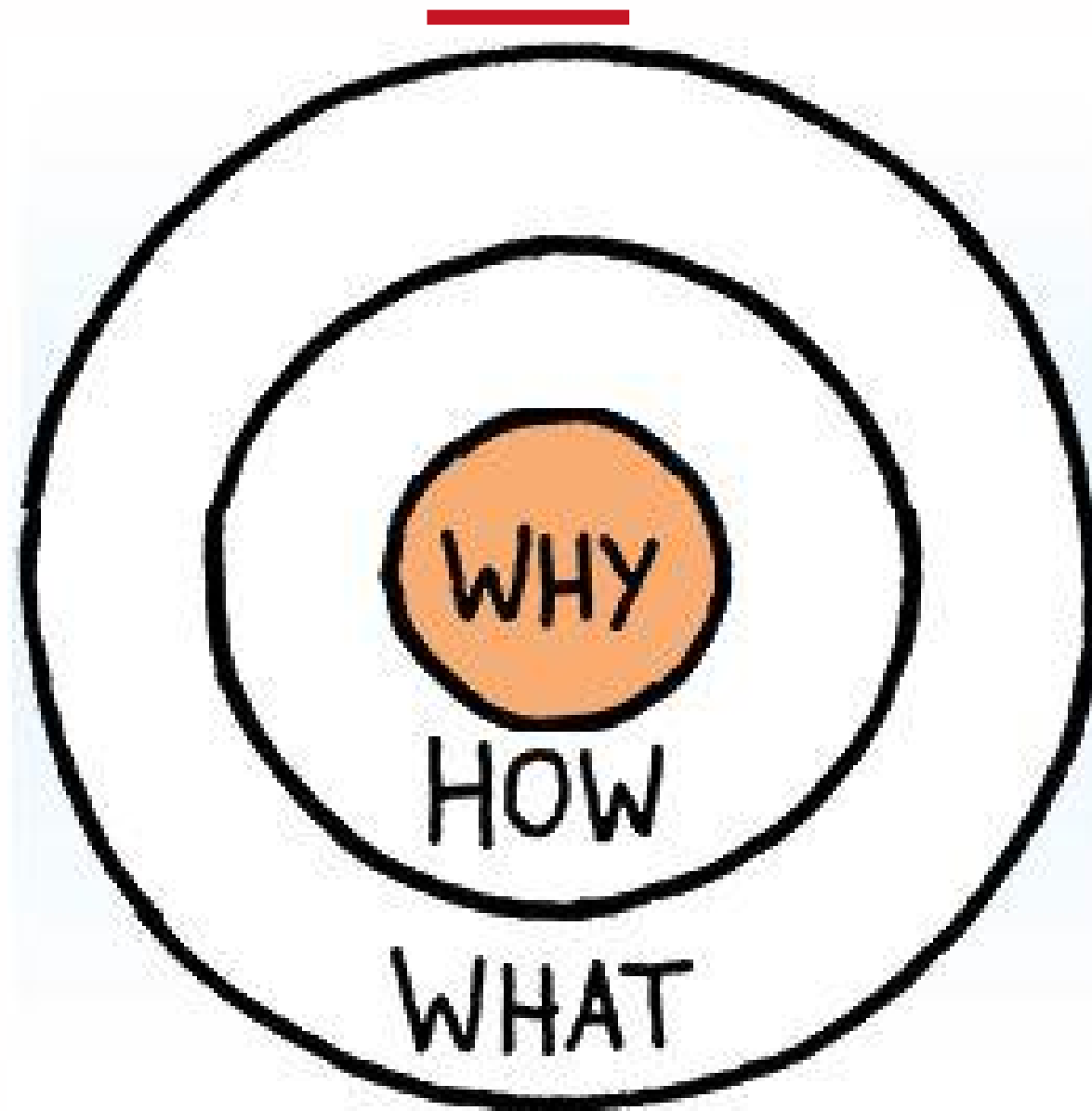
**ANSWER THIS:
WHY + WHY NOW**

Let's Dream

My hope for
my co-created
community
is.....



People don't buy **WHAT** you do,
they buy **WHY** you do it.



Start with WHY

Why MUST we do this?

We will co-create
because.....

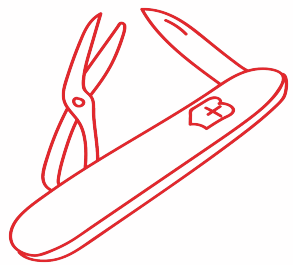




YOU the Co-Creator

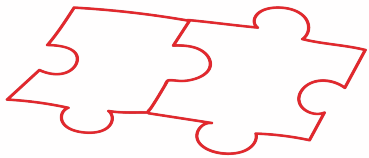
A new picture of Innovation

Genius Characteristics



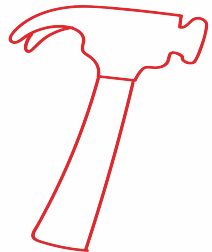
Resource Master

- Use resources smartly



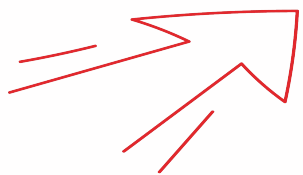
Synthesizer

- Orchestrate cohesion or fusion



Maker

- Create for the community



Implementer

- Move vision to action



What are YOUR Characteristics?

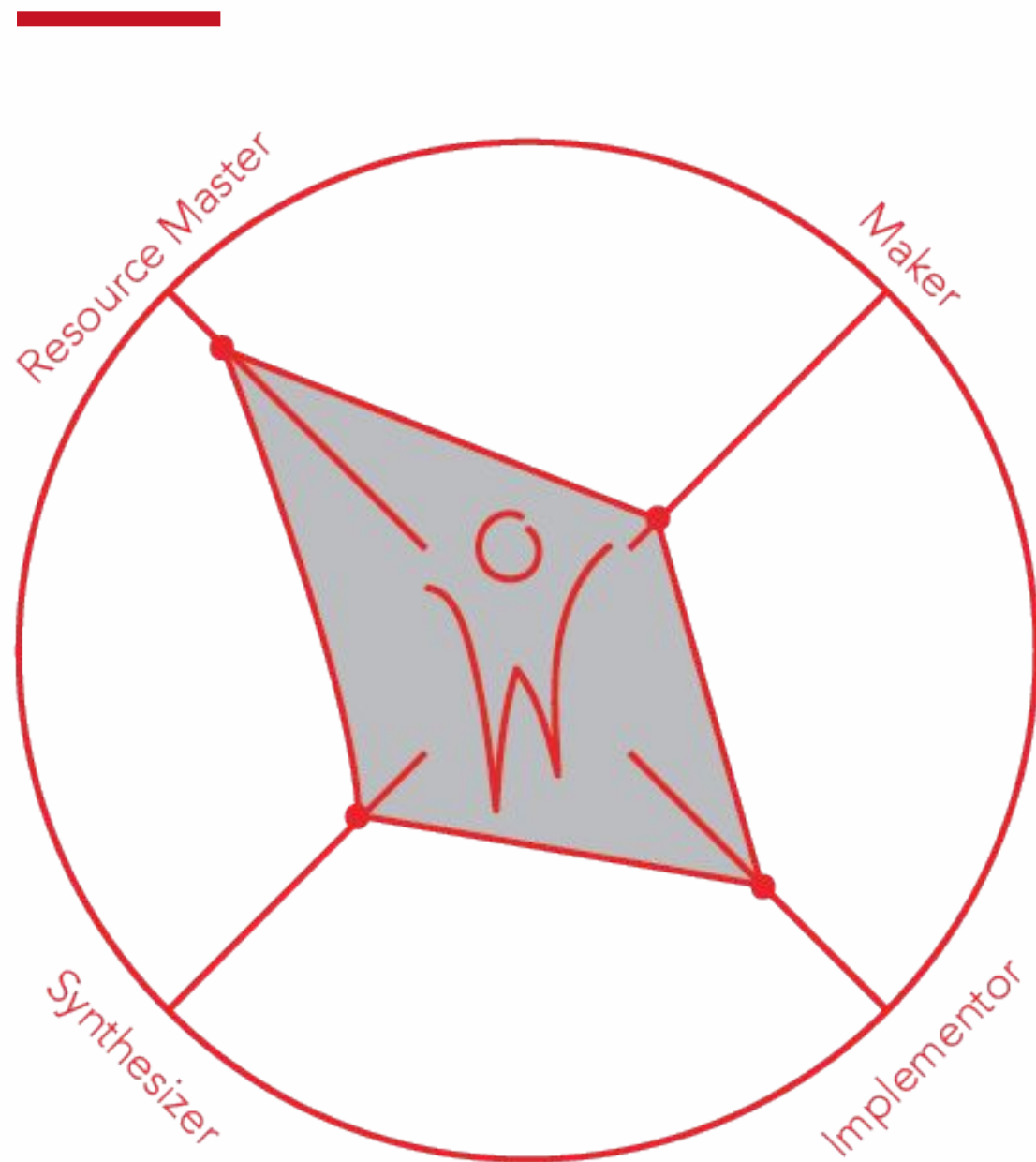


Individual

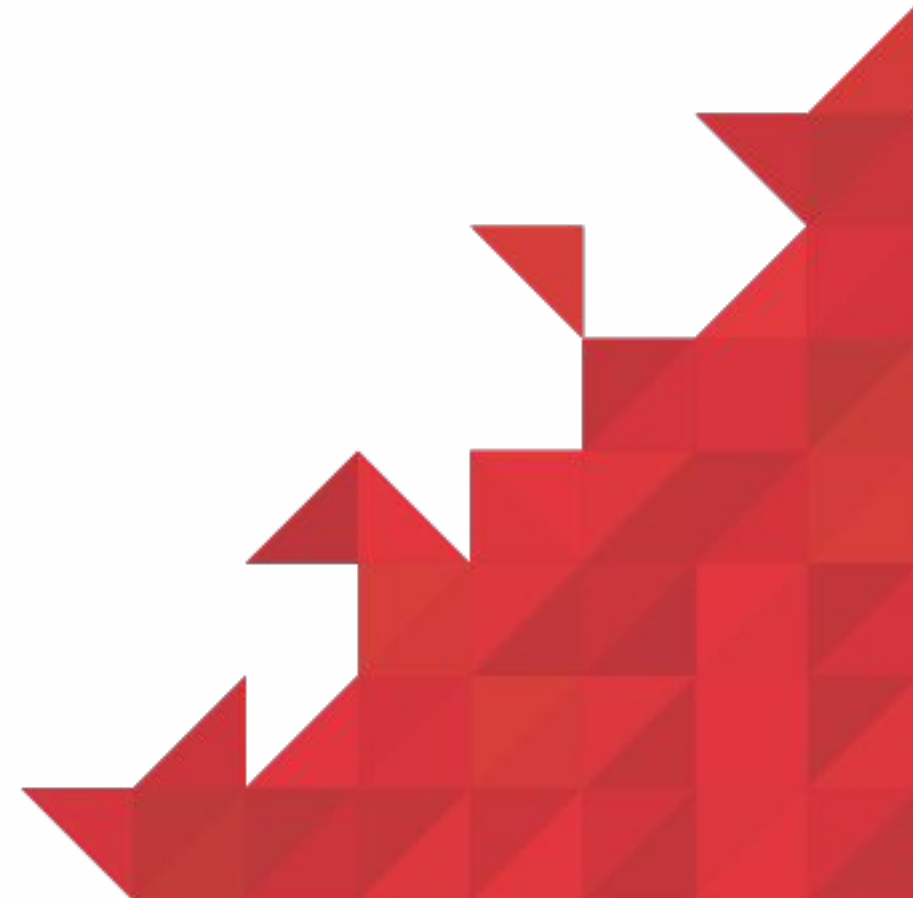
Rate yourself on a scale of 1-10 for each of the core genius traits. With 1 being the interior of the circle (the lowest), and 10 being the exterior (the highest). You can also quickly assess your organization and community.



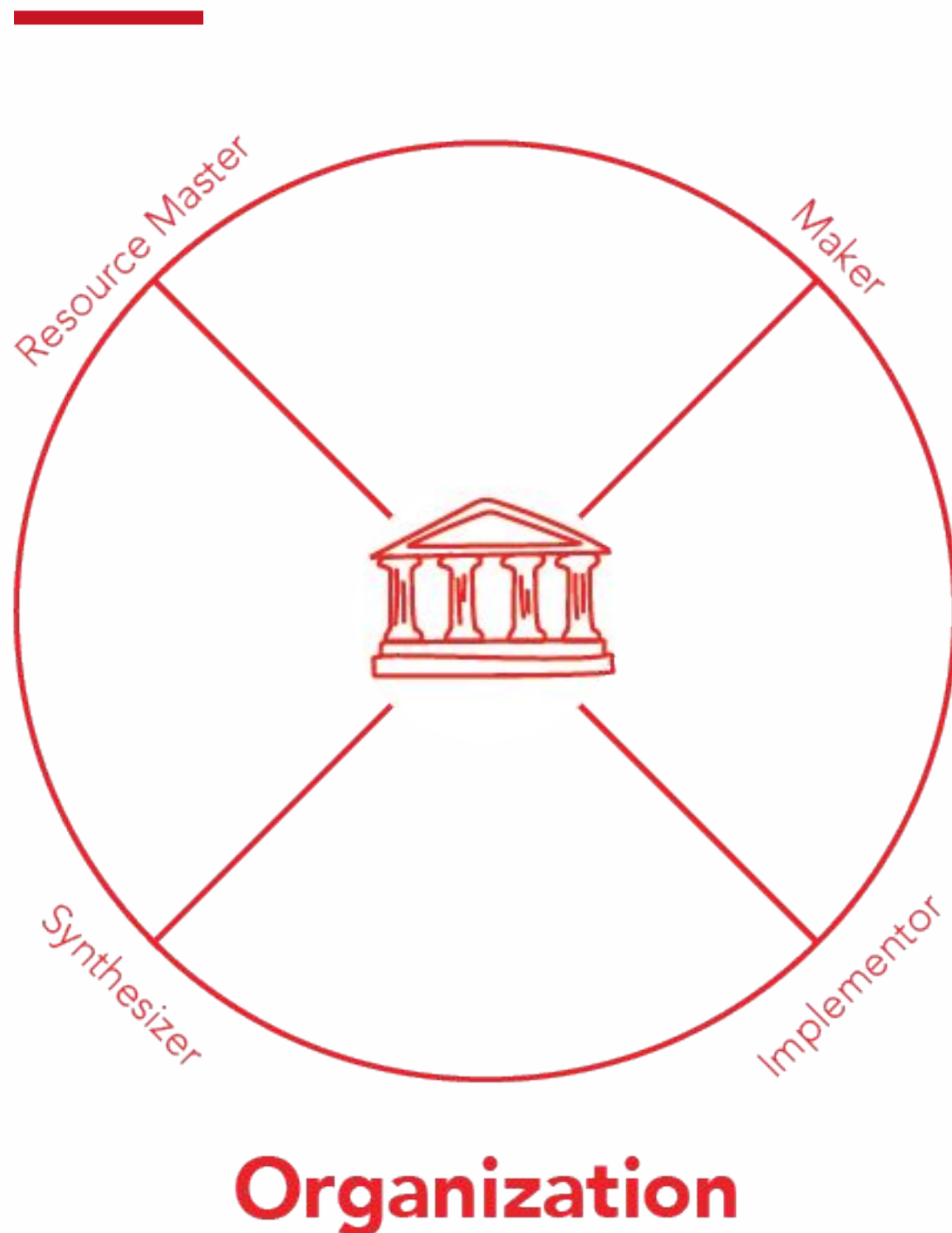
Example



Rate yourself on a scale of 1-10 for each of the core genius traits. With 1 being the interior of the circle (the lowest), and 10 being the exterior (the highest). You can also quickly assess your organization and community.



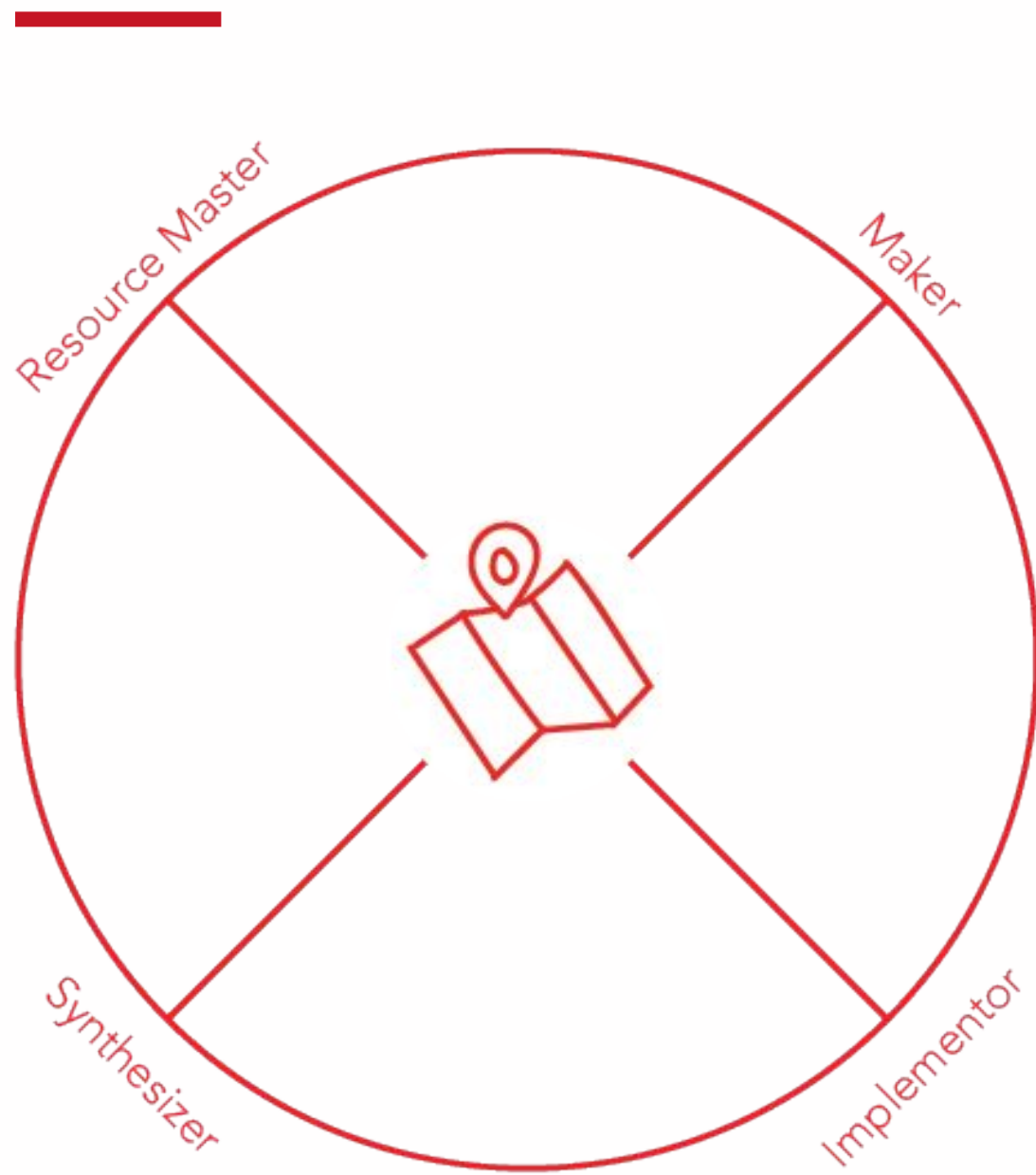
What are YOUR organization's strengths?



Rate your organization on a scale of 1-10 for each of the core genius traits. With 1 being the interior of the circle (the lowest), and 10 being the exterior (the highest).



What about YOUR Community?



Community

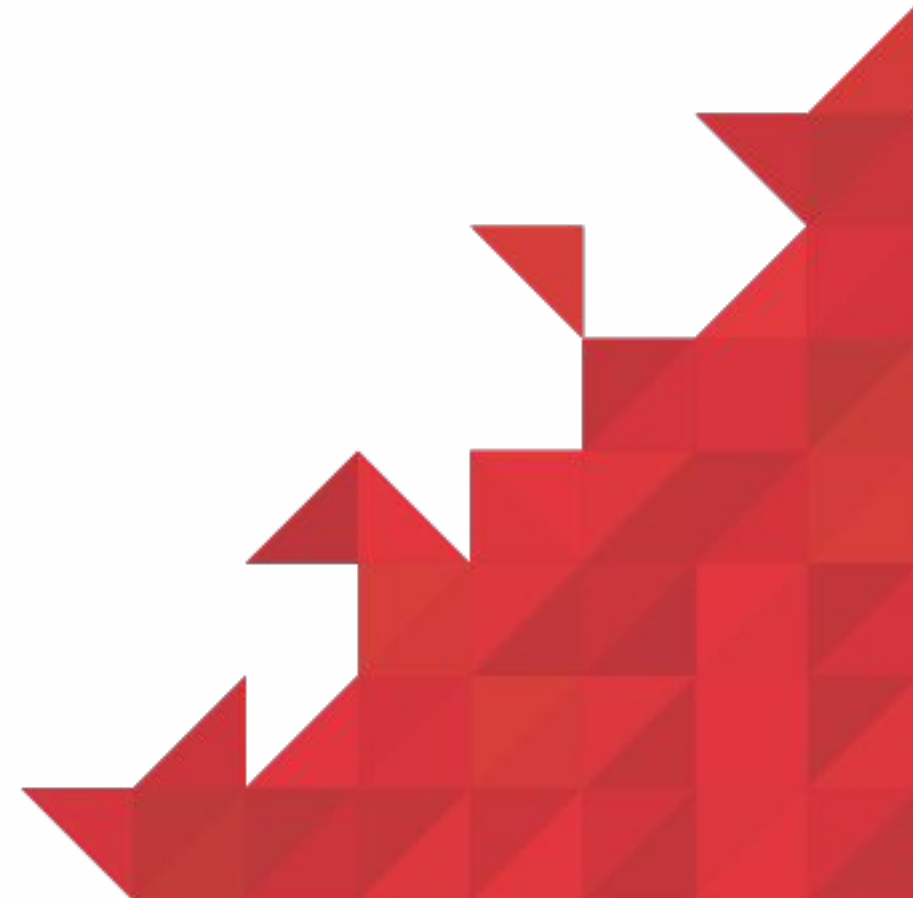
Rate your community on a scale of 1-10 for each of the core genius traits. With 1 being the interior of the circle (the lowest), and 10 being the exterior (the highest).



Polling Question

If you could be an innovation genius, what would you need to make that possible? (Select all that apply)

- Resources (Time/Money/Talent)
- Ideas
- Space to make things
- Willing Team
- Permission



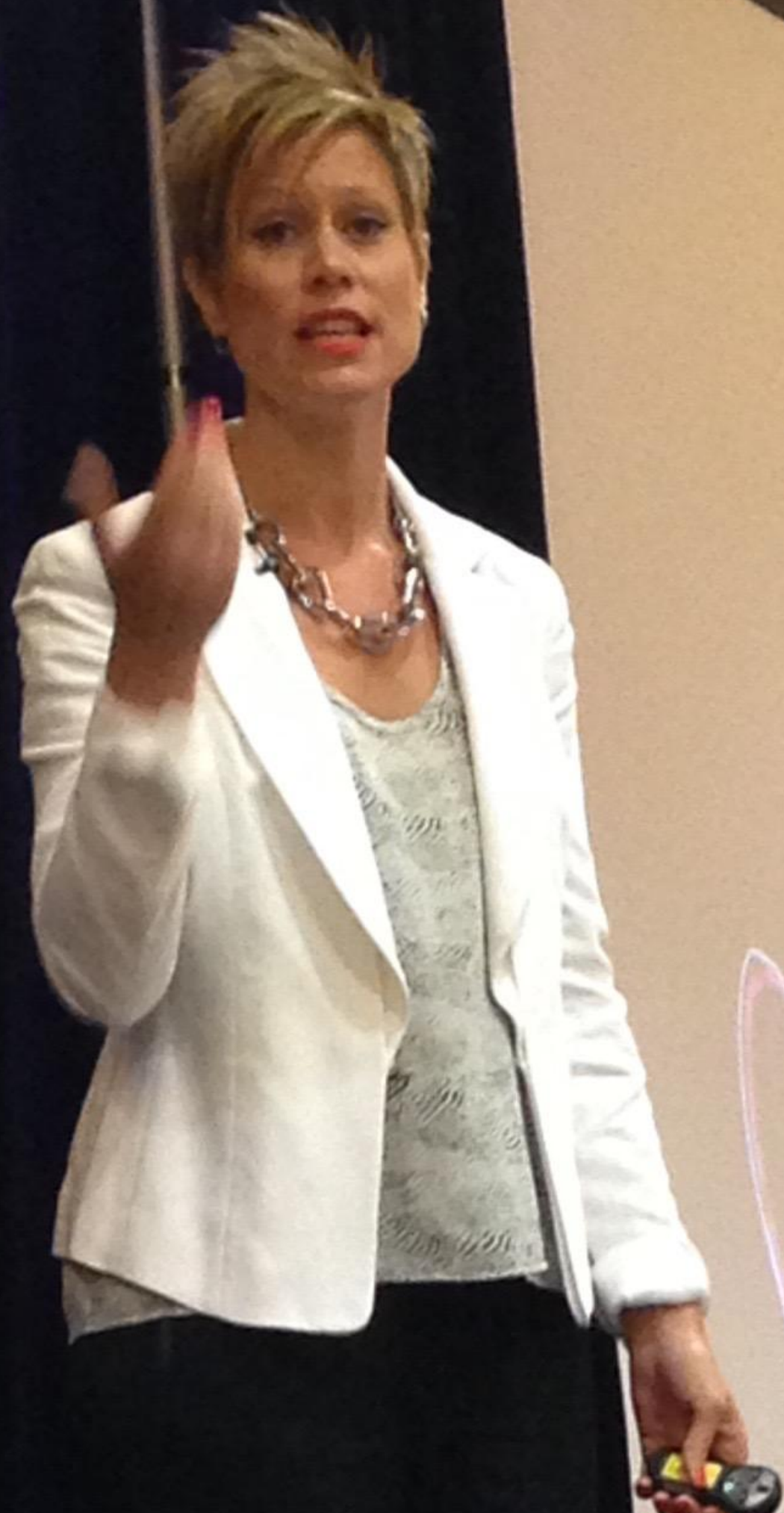
HOW

A way of thinking a behaving through story

STATE. STORY. STRATEGY.

WeVenture Center

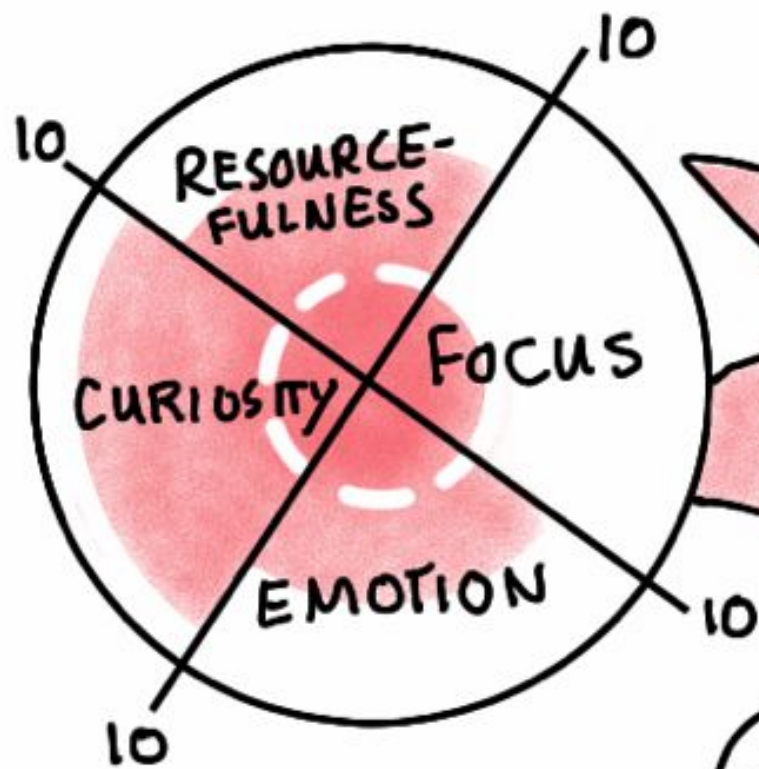




UNLEASH YOUR

CREATIVE POWER





measure on a scale of 1-10.

$$C(R \times F)^E = P$$

Formula to Unleash your Creative Power!



The 5 promises for the Unforgettable Life!

I PROMISE TO...

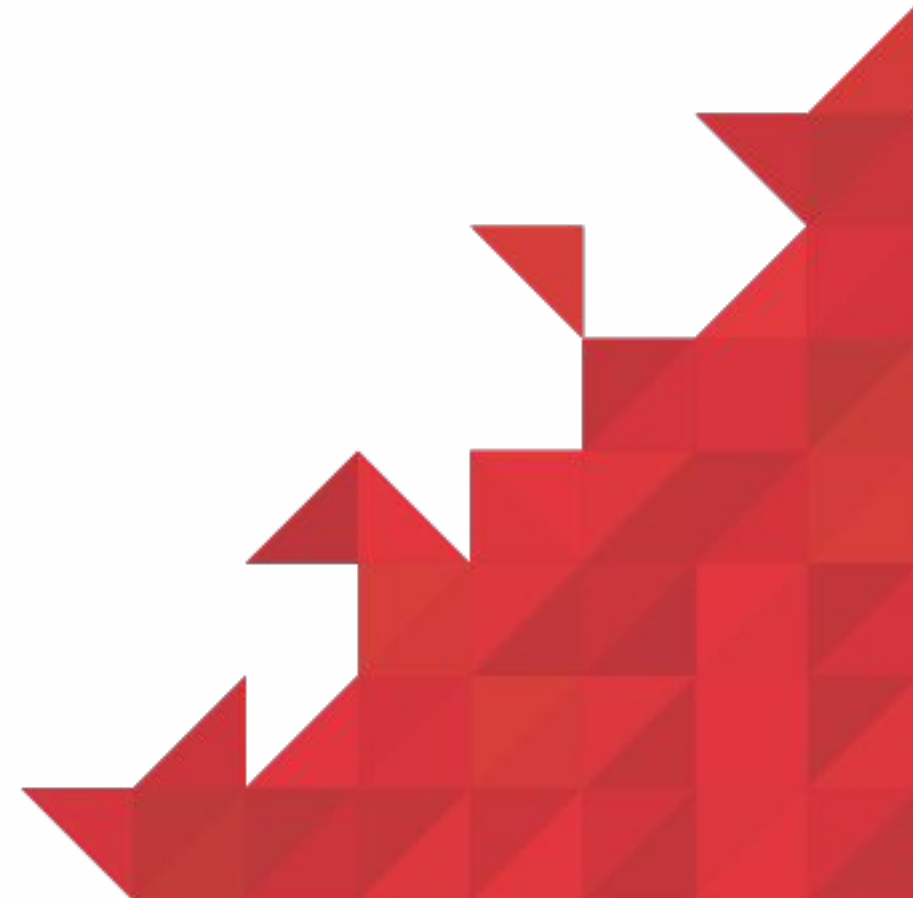
- ① follow at least one DREAM.
- ② Seek and speak my TRUTH.
- ③ WORK SMARTER WITH FOCUS.
- ④ SURROUND MYSELF WITH SUPPORTIVE PEOPLE.
- ⑤ HAVE FUN!!!

Thank You for your impact on my unforgettable life!
 -K Royal

STORIES



Language (Credo)



We invite you to add your name to ours.

we ARE ENTREPRENEURIAL **WARRIORS**

Together, we **RAISE** the profile of women in business

We embody the **NEW POWER** and the new economy

We are proud to generate **WEALTH** for ourselves and others

We ask our girls to consider **FUTURES** as entrepreneurs and technologists

We are **REDEFINING** the conversation around success for women

We **FEARLESSLY** leverage technology to expand our presence

We are a local expression of a **GLOBAL** cry and

We **UNAPOLOGETICALLY** forge greater opportunities for women!

STRATEGY

WeVenture
PLAN:
1 year
10 events
40 women



STRATEGY

WeVenture
PLAN:
1 year
10 events
40 women

ACTUAL SCALE:

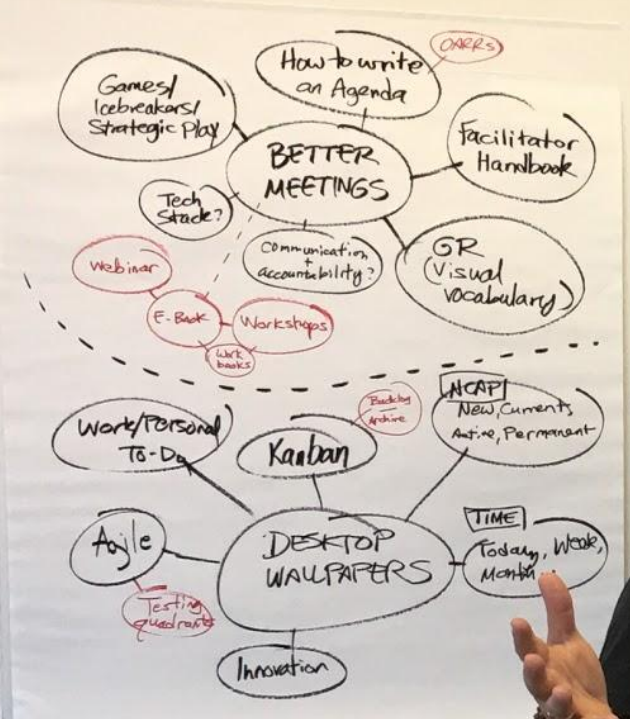
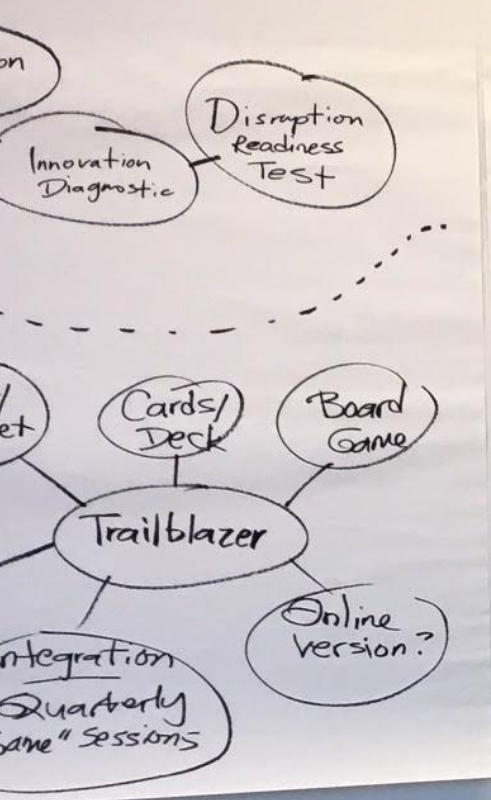
1 year
40 events
200 women/businesses
1 research report
2500 people

WHAT WORKSHOP: Activate Co-Creation - 30 MINUTE BRAINSTORMING SESSION

1. Invite up to 5 People
2. Use the Ground Rules
 - a. Think Big! (Mars Big)
 - b. Think small (Free small)
 - c. Yes....And.....
 - d. What's Our Garden Hose Solution?
 - e. Where's the Fun?
3. Go through the five areas of co-creation and innovation potential
4. Capture everything
5. Commit to THREE
6. Do this ONCE A MONTH. Check results. HAVE FUN.

WHAT WORKSHOP: Activate Co-Creation - 30 MINUTE BRAINSTORMING SESSION

1. New Voices - Invite new people in the form of books, speakers, or other communities.
2. New Questions - How might we? What are all the ways? Ask only open-ended questions.
3. New Perspectives- Examine your city from different vantage points.
4. New Experiments- What Tests can you run? Think Temporary and FUN.
5. New Passions- What tests can you run? Think temporary and FUN.

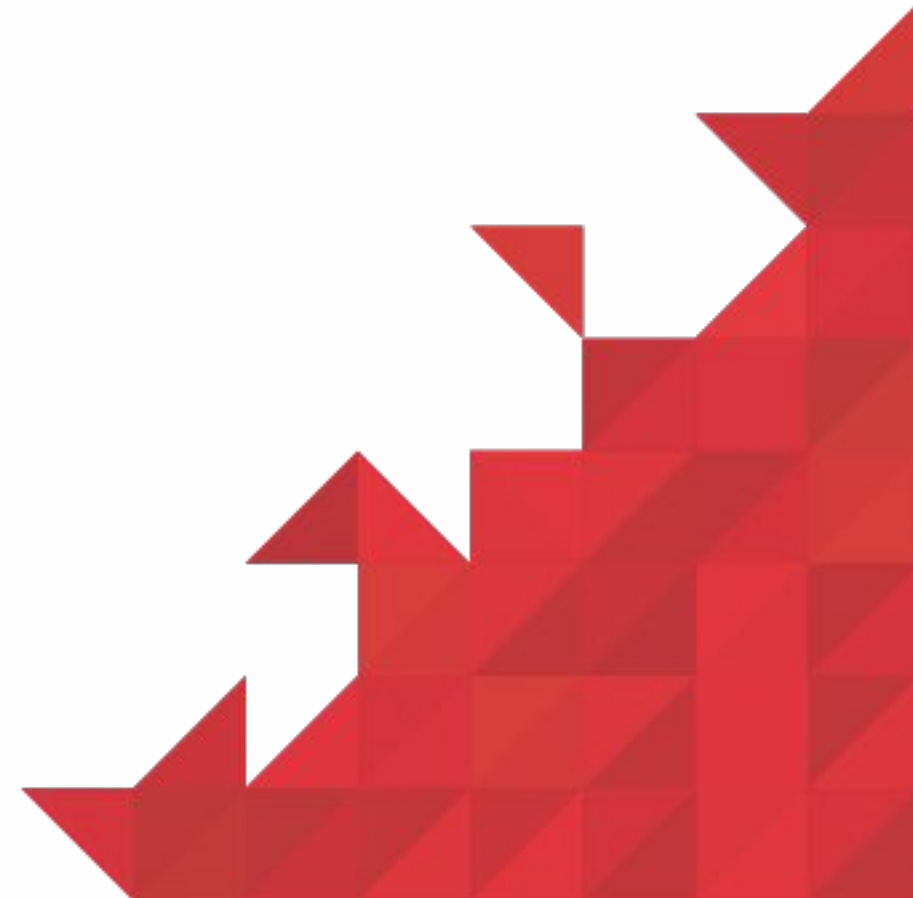


So WHAT? NOW what?

Top Three take-aways, commitments



**What STORY will
you tell?**





Thank You
For Innovating
With Us

■ **RIDG**

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Discussion

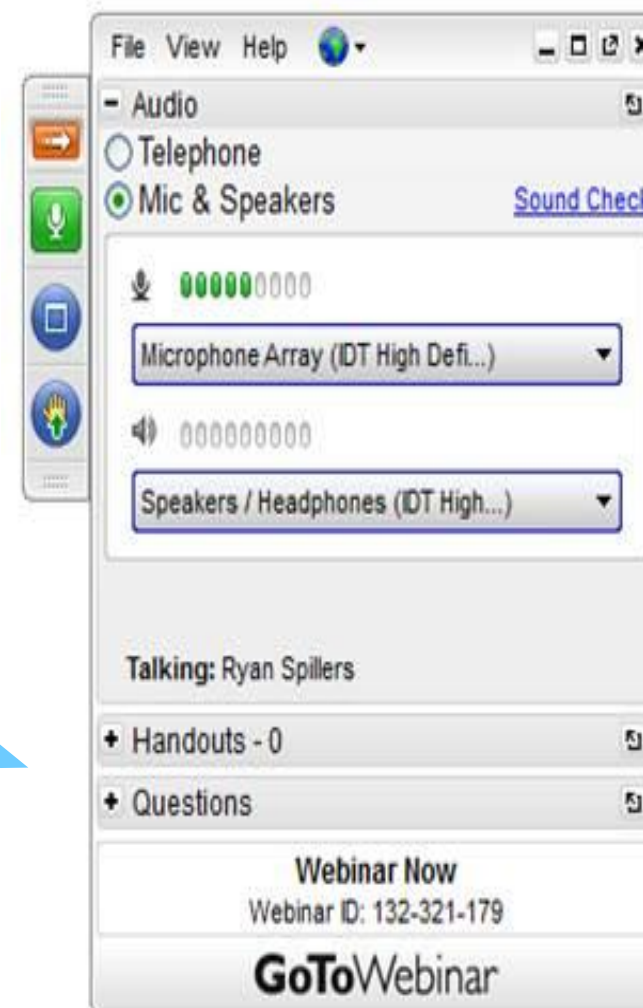


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CEO and Founding Visualizer
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@transformgov #localgov

Ask a Question

Ask Questions:
Using your Go To Webinar
Toolbox



Upcoming Events

www.transformgov.org

- December 14th: Tiny Houses are Only the Beginning

Save the Date

**TLG 2017 in Tulsa, OK –
April 18-21st**

www.tlgconference.org

ALLIANCE FOR **INNOVATION**



TLG Conference Partner Program

Email Brandi Allen,
ballen@transformgov.org

- Send a team of 4 to TLG at a significant cost savings – Three Year Cost \$5500.
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- Discount off Organization Wide Participation Hot Topic Webinars
- Exclusive Webinar
- Be a part of designing the conference



Smarter Together:

*Unlocking The Collective
Genius of Co-Creative
Communities*

Thank You for Your Time
Today!