

Sustainovation

The image features a hand reaching upwards from the bottom left towards a cluster of glowing blue and yellow cubes. The background is a dark blue field with a network of white lines and dots, suggesting a digital or technological theme. The word "Sustainovation" is written in a bold, orange font across the top. To the right of the word, there is a blue icon consisting of a central circle with several lines radiating outwards to smaller circles, resembling a network or a molecular structure.

TRANSFORMATION AND SUSTAINOVATION
SOUTH CAROLINA CITY AND COUNTY MANAGEMENT ASSOCIATION

A horizontal wooden branch is shown against a dark green background. Along the branch, several stages of a monarch butterfly's life cycle are depicted from left to right: a yellow egg cluster, a small green caterpillar, a larger brown caterpillar, a chrysalis, a chrysalis with a monarch butterfly emerging, a monarch butterfly with its wings partially spread, and a fully developed monarch butterfly with its wings spread wide. The text is overlaid on the middle of the branch.

TRANSFORMATIONS

ACKNOWLEDGING, ASSESSING AND ACHIEVING CHANGE
PERSONAL AND PROFESSIONAL

▶ 08:40 16AUG12 | LEAD II X1.0 HR=51

An ECG tracing on a standard grid. The tracing shows a regular rhythm with a rate of 51 bpm. The text 'I DIED' is superimposed over the middle of the tracing, and 'ACKNOWLEDGE' is below it. The grid is a standard 1cm x 5mm grid.

I DIED

ACKNOWLEDGE

PHY 804700

A large, weathered, cylindrical tombstone stands prominently in the center of a cemetery. The stone is dark grey and shows signs of age with some moss or lichen growth. It sits on a rectangular base. In the background, other tombstones of various shapes and sizes are visible, along with lush green trees and grass. The overall scene is peaceful and slightly somber.

THE TOMBSTONE TEST

ASSESS

A dramatic scene of several people jumping from a dark, rocky cliff edge. The background is a sunset sky with soft orange and yellow light near the horizon, transitioning to a darker blue at the top. The ocean is visible at the bottom. The silhouettes of the jumpers are captured in mid-air, creating a sense of motion and risk.

20 SECONDS OF INSANE COURAGE

ACHIEVE



300 SUNRISES/SUNSETS

SURVIVE

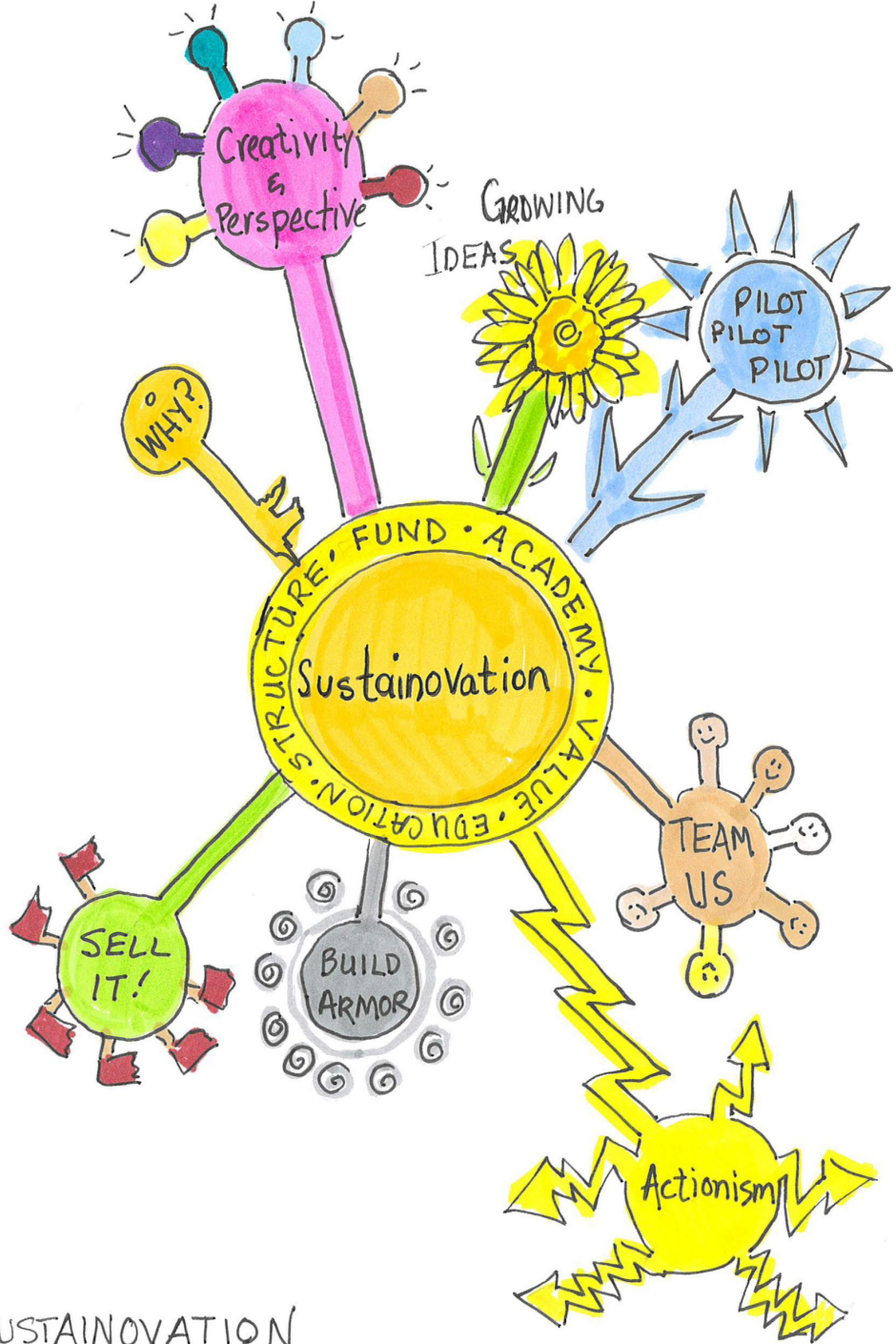


WILDLY DIFFERENT LIFE

WROTE A TOP-SELLING BOOK, CONNECTED HUNDREDS WITH THEIR MISSION, TEDx SPEAKER, STRUCK OUT ON MY OWN, JUMPED OUT OF PLANE, RODE WORLDS LARGEST SWING, MADE MY LIVING AS AN ARTIST FOR A YEAR, DRANK ALL TOP 5 BEERS IN THE WORLD AT THE BREWERY, NEARLY 50 KEYNOTE SPEECHES, CLIMBED TALLEST MOUNTAIN IN ROCKIES, CLOSER WITH MY FAMILY, RAN IN A SPARTAN RACE, MENTORED NEARLY 100 YOUNG GOV LEADERS, BECAME A KICK-ASS FATHER TRAVELED TO NEW ZEALAND, WORK OUT OF THE BOTANIC GARDENS, BUILT A DISC GOLF COURSE, PERFECTED MY BBQ, PLUNGED IN FROZEN RIVER, AND ON

Sustainovation





Sustainovation

EXIT 24

Innovation Way
Western Bow Rd

GOVERNMENT

Is "INNOVATION WAY" CLOSED?

EXIT
CLOSED
EXIT ONLY

A photograph of an astronaut in a white spacesuit standing on the moon's surface. To the left, an American flag is planted in the lunar soil. To the right, a large satellite dish is visible. The background shows the dark, cratered landscape of the moon under a black sky. The text "GOVERNMENT AND INNOVATION" is overlaid in the center in a bold, white, sans-serif font.

GOVERNMENT AND INNOVATION



REAL INNOVATION

INNOVATION VS TECH VS EFFICIENCY

PROCESS VS PHILOSOPHY



WHY IS INNOVATION HARD?

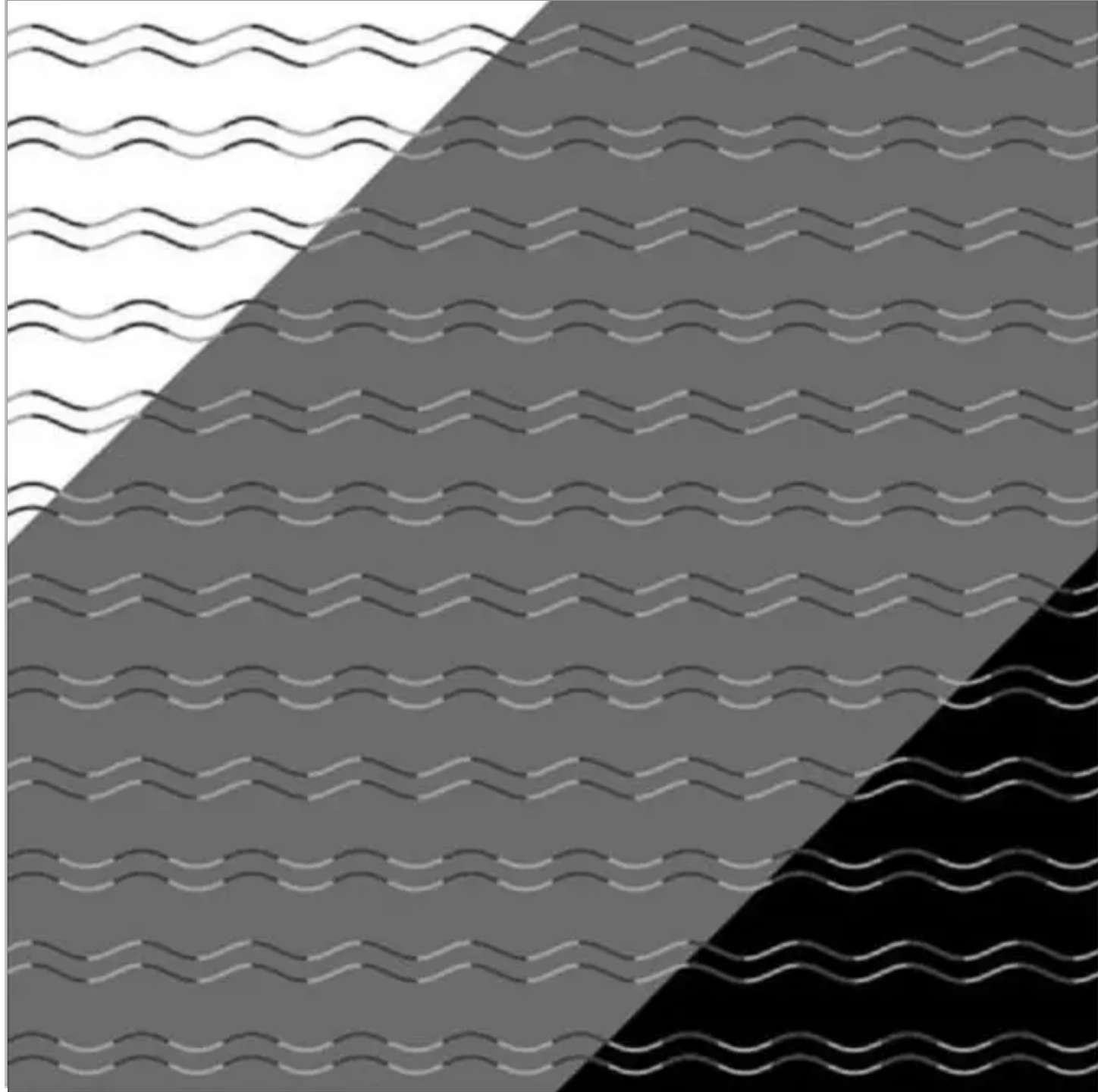
“RIVER OF OUR EXPERIENCE”

BRAIN GETS LOCKED INTO PATTERNS

An aerial photograph of a vast, arid landscape. The ground is a mix of light tan and brown, with a complex network of deep, winding cracks and fissures that create a grid-like pattern across the terrain. The perspective is from a high angle, looking down on the cracked earth. The sky is a pale, clear blue with a few wispy white clouds near the horizon.

SHAKE ON IT...

WITH THE OPPOSITE HAND



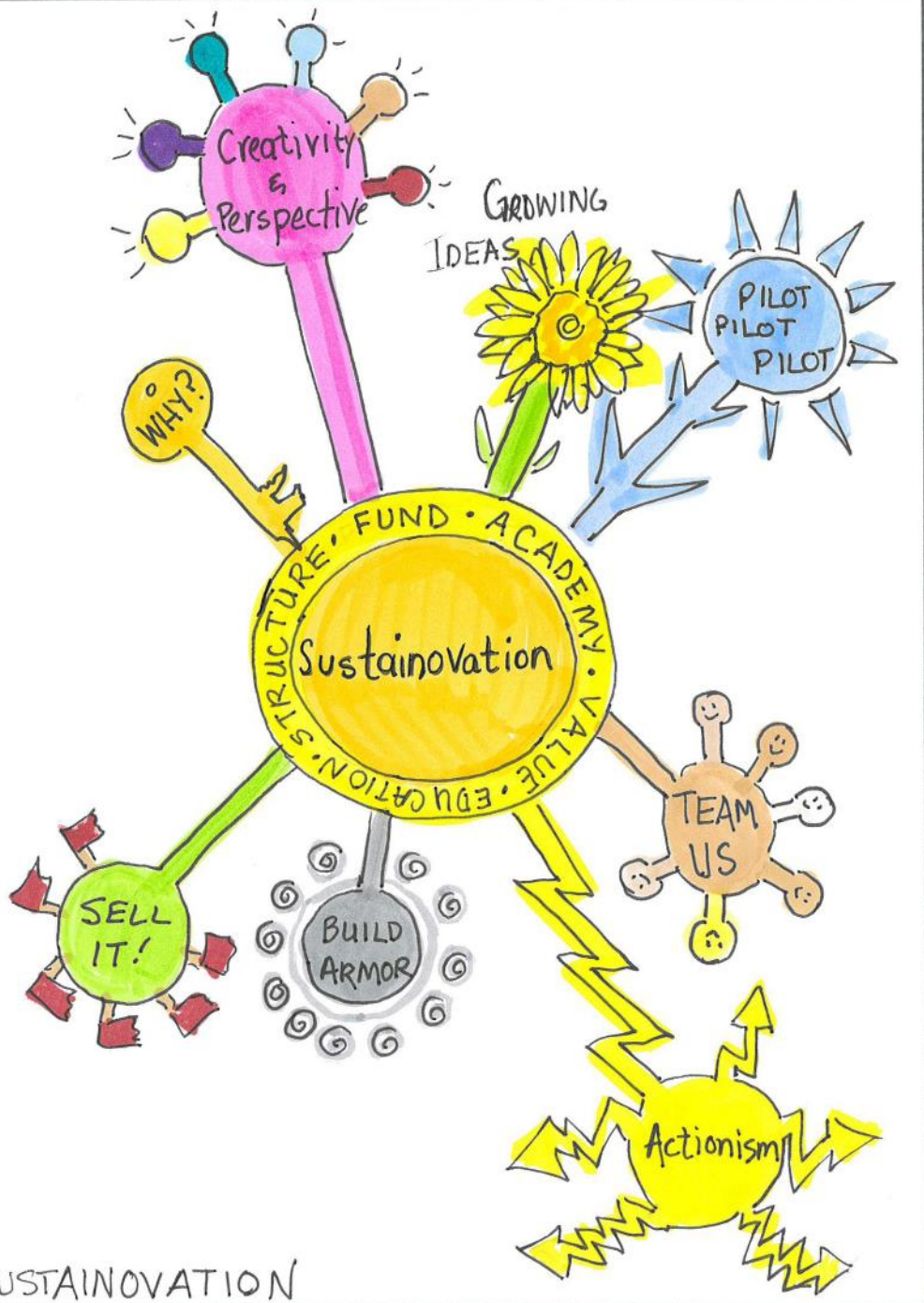
A top-down view of various spices and ingredients arranged on a wooden surface. The ingredients include ground spices in white and brown bowls, whole spices like peppercorns, mustard seeds, and cardamom, and fresh ingredients like an onion, garlic, and tomatoes. Several wooden spoons are scattered throughout, some containing ground spices. The text "SUSTAINOVATION" is overlaid in the center in a large, white, bold font, with "INGREDIENTS IN YOUR KITCHEN" below it in a smaller, white font.

SUSTAINOVATION

INGREDIENTS IN YOUR KITCHEN



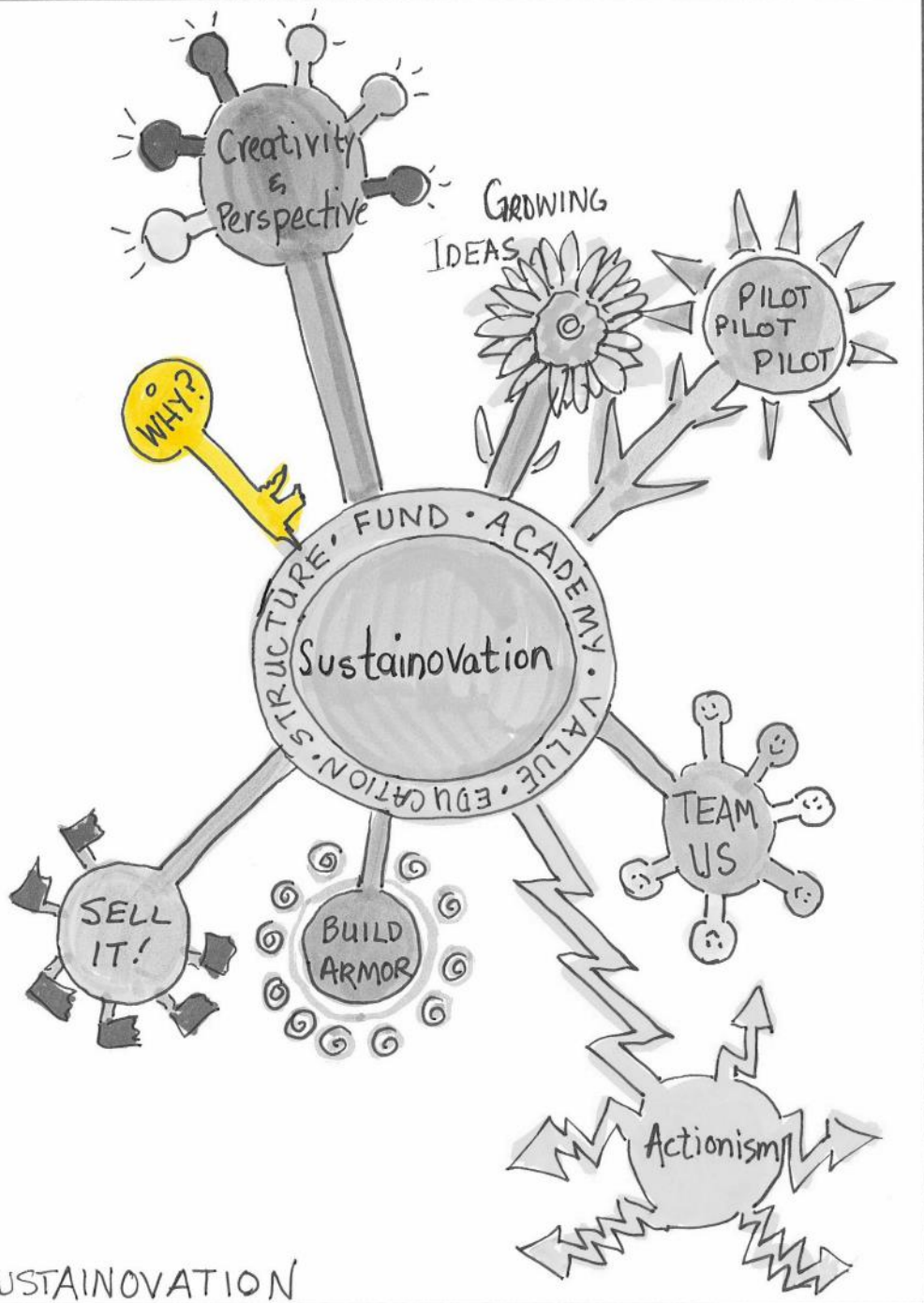
INNOVATION IS CREATIVITY IMPLEMENTED



CREATIVITY
 WHY?
 PERSPECTIVE
 GROWING IDEAS
 PILOT. PILOT. PILOT.

Sustainovation

IMPLEMENT
 TEAM US
 ACTIONISMS
 BUILD YOUR ARMOR
 SELL IT!



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WHY IS THE KEY

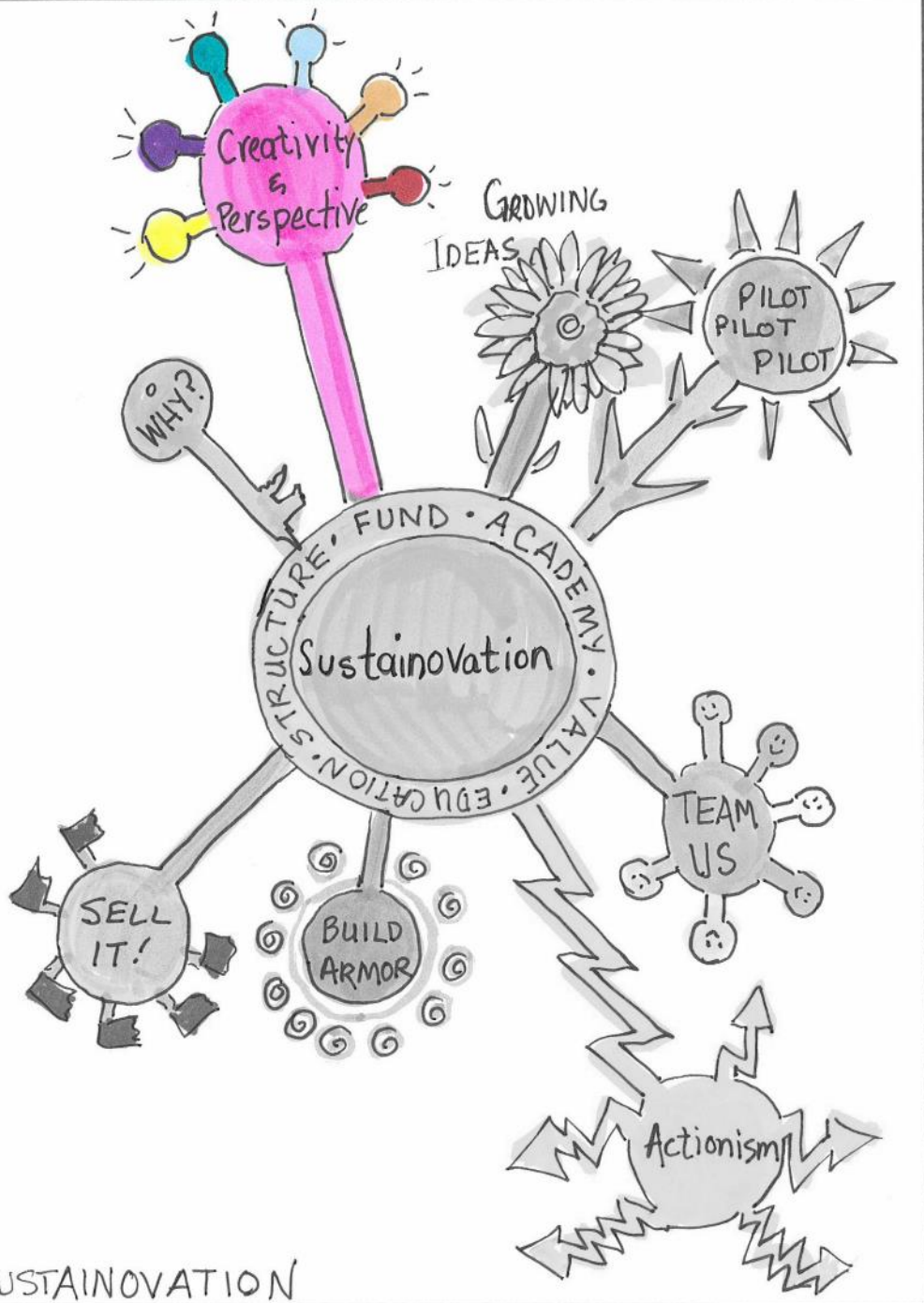
WHY FINDS THE ROOT CAUSE

LINCOLN MEMORIAL

A wooden sign with the text "WHY IS A FOUR-LETTER WORD." and a question mark. The sign is made of dark wood and has a rustic, weathered appearance. The letters are cut out of the wood, and the text is in a bold, sans-serif font. The sign is set against a dark, textured background.

“WHY IS A FOUR-LETTER WORD.”

TRY HOW



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FALSIFYING TRAUMA

SMALL "TRAUMAS" IMPROVE RESILIENCY

REFORESTATION OF BURN AREAS

A photograph of a two-lane asphalt road with yellow center lines, stretching into the distance. The road is flanked by fields and utility poles. A vibrant rainbow is visible in the sky above the road. The scene is captured during sunset or sunrise, with a soft, colorful glow. The text "PREDICT THE FUTURE" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

PREDICT THE FUTURE

THEN MAKE IT HAPPEN.

“What does the local government workforce in South Carolina look like in 2060?”

~~The workforce will be highly specialized due to increasingly specialized training patterns.~~

Local government employees will feel a deeper sense of connection with their communities and top talent will be easier to recruit because of a shared sense of purpose.

~~Employees will be replaced almost entirely by AI for all functions and a regional Hunger Games will decimate the remaining employees fit to serve.~~

- 2050 goals
- 2040 goals
- 2030 goals
- 2025 goals
- 2020 goals

When you arrive at 3-5 years out, how can you make those a reality? Do they fit within your current paradigm? What has to change to make them possible? Set strategies, and create actions items to achieve them.

A large, stylized lightning bolt graphic in shades of white and light blue, striking from the top left and branching out across the dark background. The bolt is the central visual element, with its main shaft descending towards the bottom left and several smaller branches extending to the right and bottom.

FORCE CONNECTIONS

REVOLUTION-EXTREMES

RANDOMNESS-CONNECT



USE ALL YOUR SENSES

HOW MANY SENSES?



SNIGLETIZE YOUR WORLD

ANY WORD THAT SHOULD BE IN THE DICTIONARY...

BUT ISN'T

10 item limit

express

A black and white cow with large black patches is standing in a field of green grass and yellow wildflowers. The cow is looking towards the camera. In the background, there is a line of trees and a blue sky with some clouds. Another cow is visible in the distance to the right.

BOVILEXIA

THE UNCONTROLLABLE URGE TO LEAN OUT THE CAR WINDOW AND YELL MOO AT A COW AS YOU PASS.

A close-up photograph of an elevator control panel. A hand is shown pressing a button. The buttons are circular and arranged in a grid. The numbers 3 and 4 are visible on the buttons above the one being pressed. The background is dark and slightly blurred.

ELLECELLERATION

THE MISTAKEN BELIEF THAT THE MORE YOU PRESS
THE ELEVATOR BUTTON THE FASTER IT WILL ARRIVE

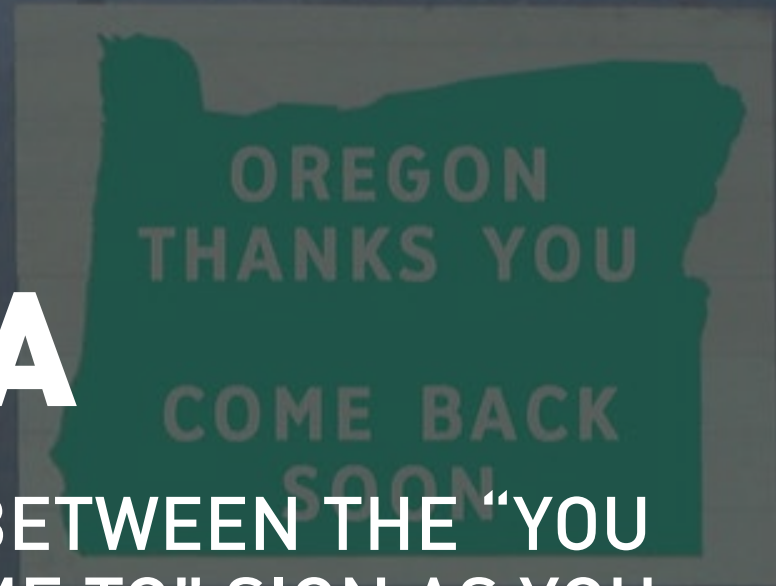
EXPRESSHOLE

THE PERSON WITH MORE THAN 10 ITEMS IN THE 10
ITEM OR LESS LINE



GAPIANA

THE UNCLAIMED STRIP OF LAND BETWEEN THE “YOU ARE NOW LEAVING” AND “WELCOME TO” SIGN AS YOU PASS BETWEEN STATES





SOLAR ARRAYS

OREGON

A wide-angle photograph of a field filled with numerous yellow flowers, likely a biofuel crop. The flowers are densely packed and have dark brown centers. The background shows a green field under a dark sky. The text 'BIOFUEL MEDIANS' is overlaid in the center in a bold, white, sans-serif font.

BIOFUEL MEDIANS

TENNESSEE



POCKET PARK BIOSWALES

WASHINGTON

The background is a dark teal color with large, stylized, overlapping letters and shapes in a lighter teal shade. The letters are thick and have a slight 3D effect. The overall design is modern and abstract.

SUSTAINOVATION

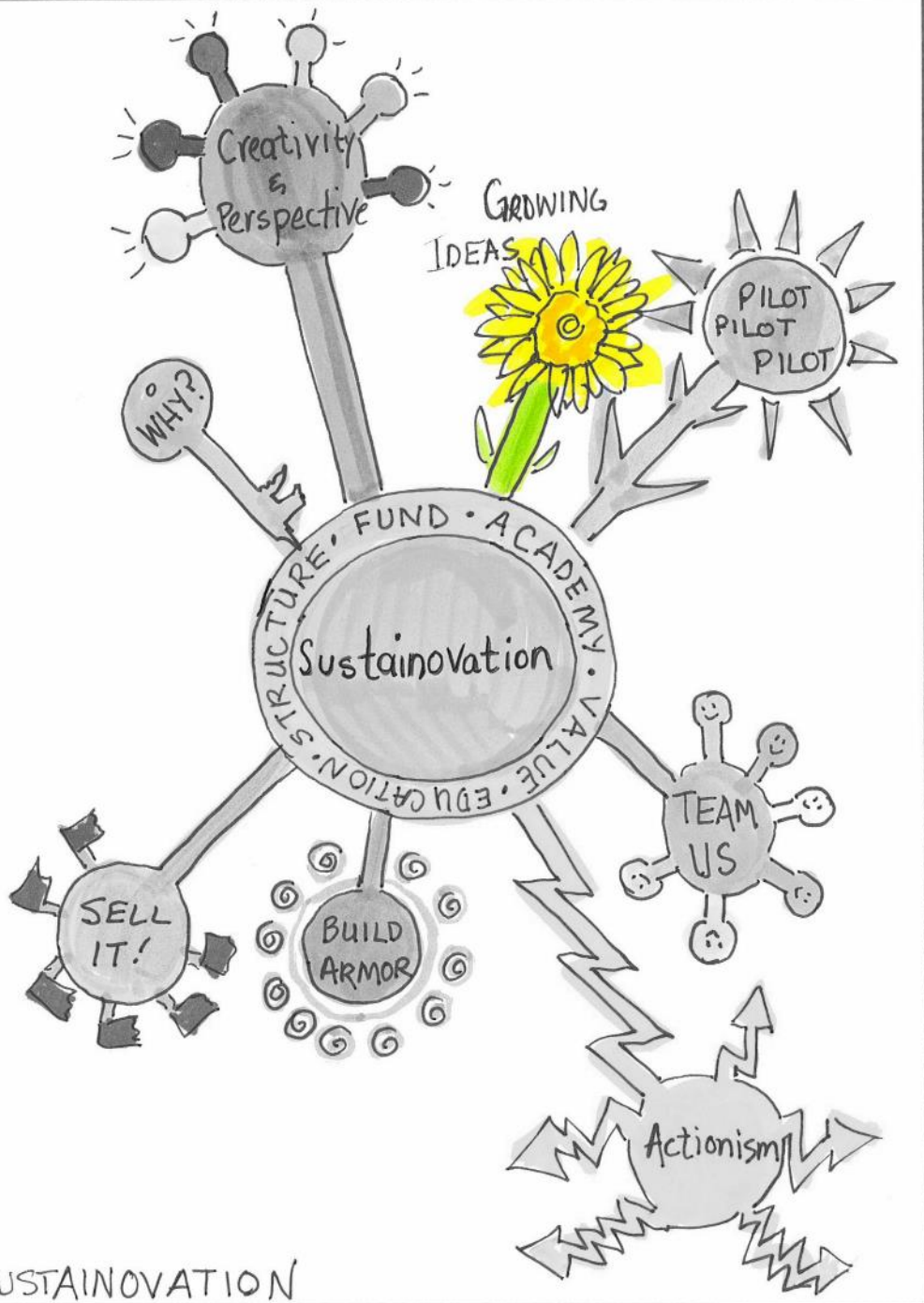
**BUILDING SUSTAINABLE INNOVATION INTO
GOVERNMENT, ONE WILDLY CREATIVE IDEA AT A TIME**



POWER OF WORDS

WORDS SHAPE THOUGHTS

PIRAHA TRIBE



CREATIVITY
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GROWING THE BEST IDEAS

FLOWER VS WEED

PLUCK IDEAS CAREFULLY

NETHERLANDS EXAMPLE



RAIN vs SUN

REACT. ASSUME. INSIST.

SUSPEND. UNDERSTAND. NURTURE.

SLOW DOWN TO GO FAST

ONE WEEK

ALLOW INPUT

ADD NEW IDEAS

Break



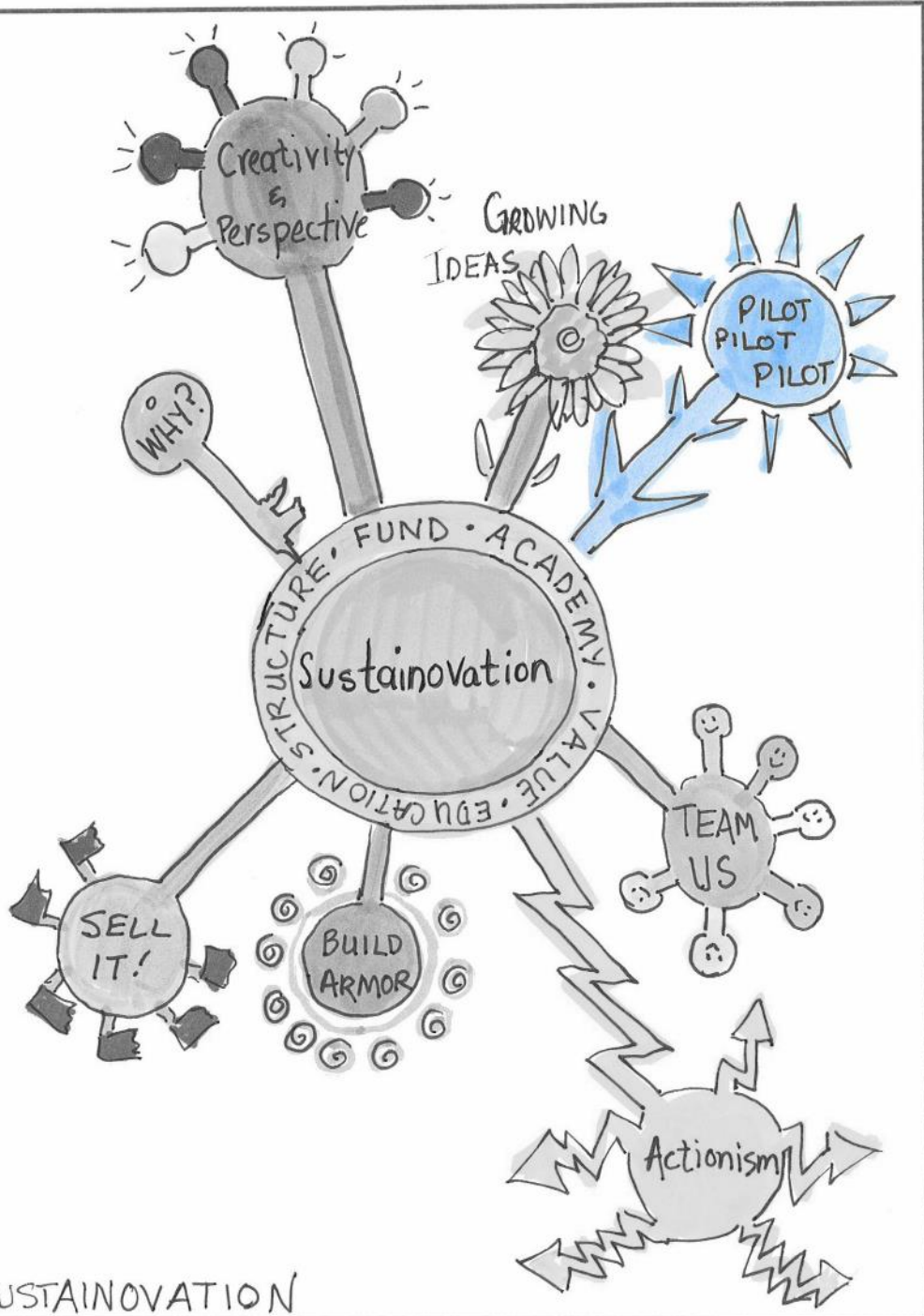
A corkboard is covered with many yellow sticky notes, each with handwritten text in brown ink. The notes are scattered and overlapping. Some legible notes include: 'Pool Vehicles', 'VIPER', 'Emerg Contact List', 'Fuel Locks', 'Bike Share', 'Easy Submittals', 'Rock Island Rail', 'Economic Priority Zones', 'Vehicle Se', 'Art in the lobby', 'City of Gov', '385-HELP', 'Solar Garden COS', 'Fuel Locks', 'VIPER', 'Emerg Contact List', 'Pool Vehicles', 'VIPER', 'Emerg Contact List', 'Fuel Locks', 'Bike Share', 'Easy Submittals', 'Rock Island Rail', 'Economic Priority Zones', 'Vehicle Se', 'Art in the lobby', 'City of Gov', '385-HELP', 'Solar Garden COS', 'Fuel Locks', 'VIPER', 'Emerg Contact List', 'Pool Vehicles', 'VIPER', 'Emerg Contact List', 'Fuel Locks', 'Bike Share', 'Easy Submittals', 'Rock Island Rail', 'Economic Priority Zones', 'Vehicle Se', 'Art in the lobby', 'City of Gov', '385-HELP', 'Solar Garden COS'.

BUILD AND BREAK

BUILD IDEA

BREAK IDEA

BUILD IDEA AGAIN



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PILOTS LET YOU FLY

PILOT EVERYTHING

PILOTS DON'T FAIL

ADJUST DURATION SIZE OR SCOPE



MEASURE. MAKE IT MATTER.

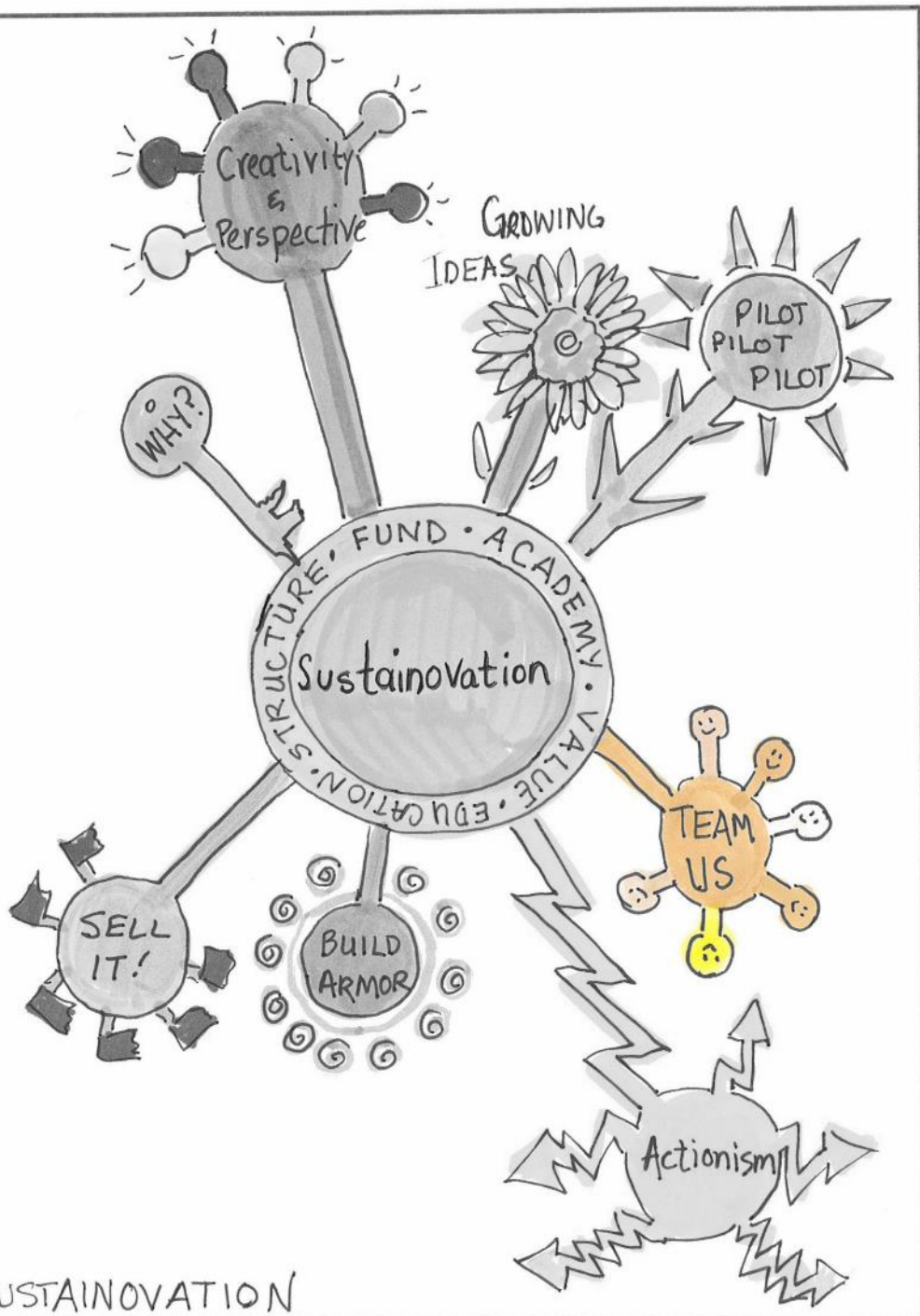
AND *BE HONEST* ABOUT RESULTS.

FACTS AND HONESTY ARE CURRENCY



BLAME FREE AUTOPSY

EVERY PILOT-WIN OR LOSE
WHAT WORKED, WHAT DIDN'T?
BE FORENSIC WITHOUT BLAME



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TEAM US

LEAD BY INFLUENCE

THAT WHICH UNITES US IS GREATER THAN THAT WHICH DIVIDES US

A RISING TIDE LIFTS ALL BOATS

A silhouette of a person with their arms outstretched, standing against a bright sunset or sunrise. The sun is positioned directly behind the person's head, creating a lens flare effect. The background is a warm, golden-brown color with some faint outlines of hills or mountains in the distance.

CONNECT PEOPLE WITH PASSION

“WHAT’S YOUR PASSION?”



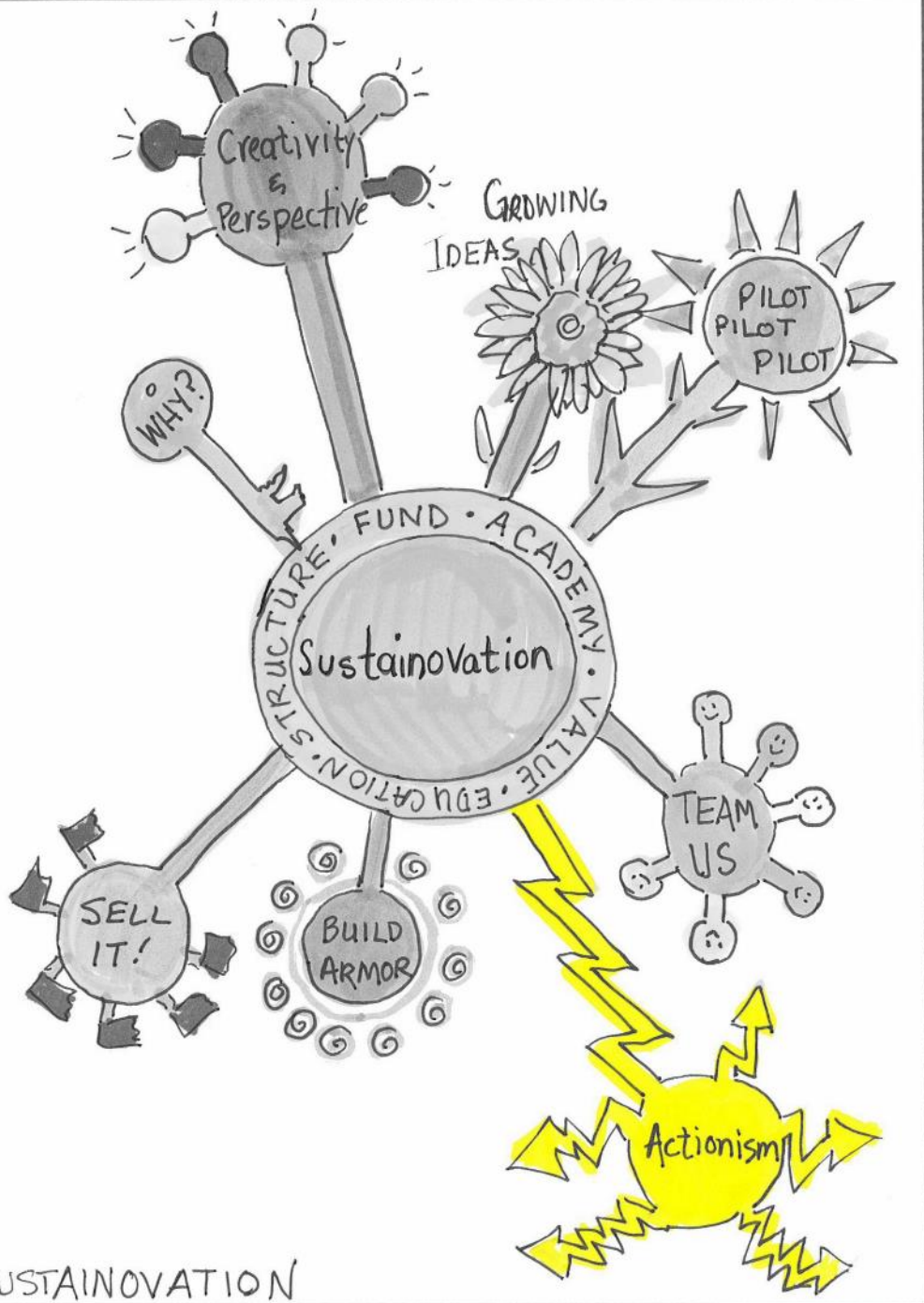
FIND A WAY TO GET TO YES

IF "PLAN A" DOESN'T WORK, THERE ARE STILL 25 MORE LETTERS IN THE ALPHABET

A group of Chicago Cubs players in blue jerseys and grey pants are celebrating on a baseball field. They are jumping, shouting, and embracing each other. The background is a large, blurred crowd of spectators. The text "CELEBRATE WINS" is overlaid in large white letters, and "HOW DO YOU CELEBRATE VICTORIES?" is overlaid in smaller white letters below it.

CELEBRATE WINS

HOW DO YOU CELEBRATE VICTORIES?



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RISK

ACTIONISMS

REDEFINE RISK

REWARD

A black and white photograph of a horse-drawn wagon in a rural setting. The wagon is being pulled by a team of horses. A person is standing near the horses, possibly guiding them. The background shows a simple building with a porch. The overall scene is historical and rural.

FUTURE LOOKS DIFFERENT THAN THE PAST

LESS THAN 150 YEARS AGO

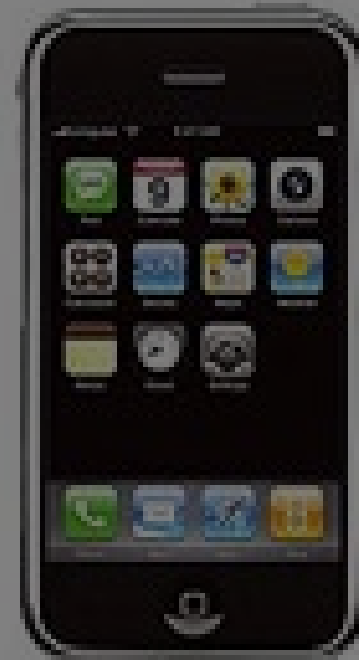


FUTURE LOOKS DIFFERENT THAN THE PAST

LESS THAN 140 YEARS AGO



**FUTURE LOOKS DIFFERENT
THAN THE PAST**
LESS THAN 100 YEARS AGO



FUTURE LOOKS DIFFERENT THAN THE PAST

LESS THAN 30 YEARS AGO

An aerial photograph showing a large concrete bridge that has collapsed into a river. The bridge's structure is broken, with sections of the roadway and support pillars submerged in the water. The surrounding area includes green trees, a parking lot with several cars, and some industrial or commercial buildings. The overall scene conveys a sense of significant infrastructure failure and environmental impact.

DOING NOTHING HAS CONSEQUENCES

REDEFINE RISK

A dirt path leads through a field of colorful succulent plants towards a rocky hill. The plants are in shades of red, orange, and green. The path is sandy and leads towards a rocky hill in the background under a clear sky.

MAKE A DECISION

EVERY JOURNEY, GREAT OR SMALL, BEGINS WITH ONE STEP



CONSENSUS VS. CONSENT

WHICH DO YOU WANT? WHY?

CONSENSUS = "AGREEMENT" OR "ACCORD"

CONSENT = "NO SIGNIFICANT OBJECTION"



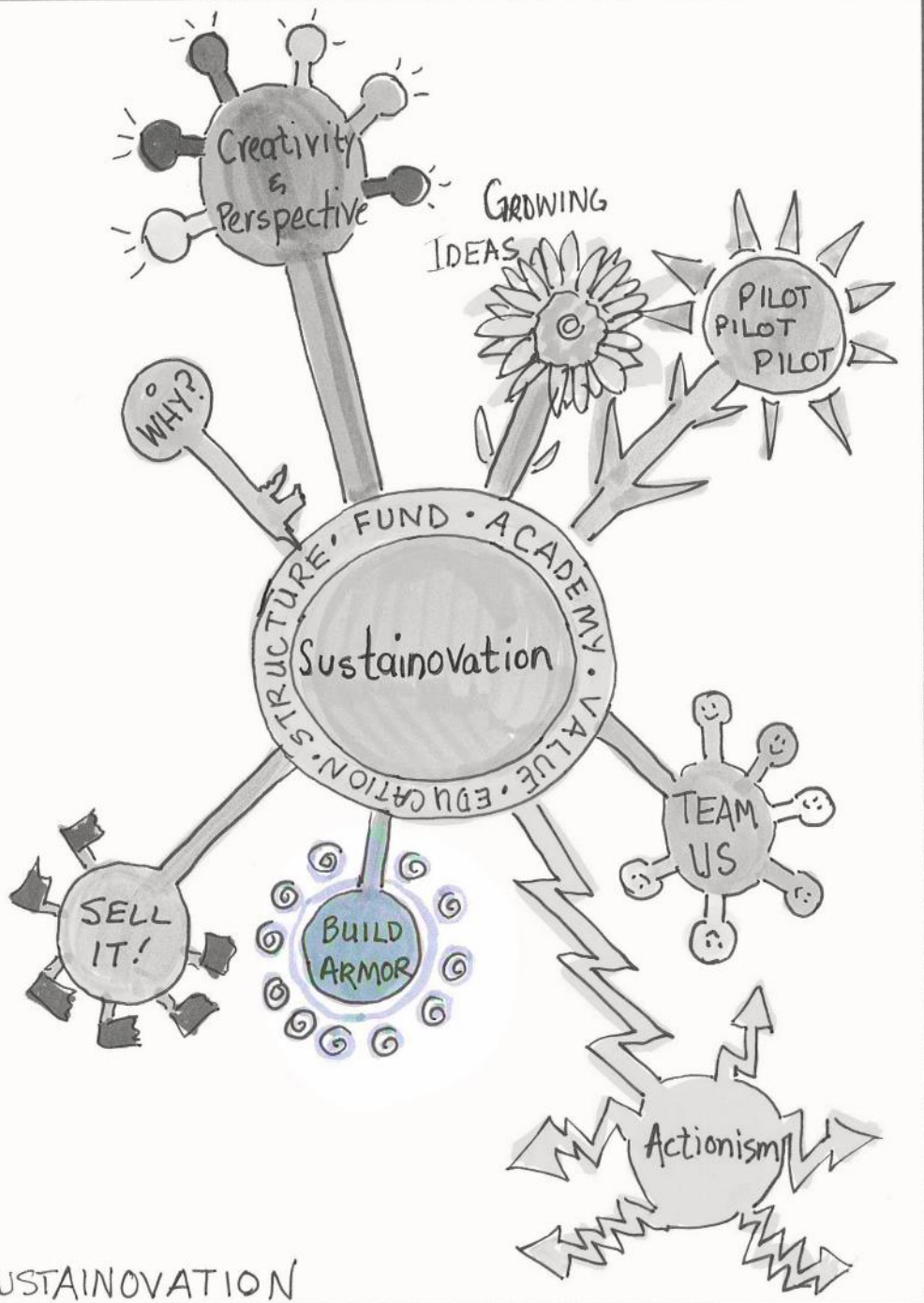
FLIP IT

TURN DISADVANTAGES INTO ADVANTAGES



TROY, MI

|



CREATIVITY

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PILOT. PILOT. PILOT.

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BUILD YOUR PERSONAL ARMOR

EXPECT RESISTANCE

A man in a light blue shirt and tie is pointing at a whiteboard. On the whiteboard, there is a stick figure with a checkmark on its back, standing in front of a rectangular door. Below the door, the text "YOU'RE FIRED!" is written in a simple, hand-drawn font. The man is smiling and looking towards the camera.

NEVER BE AFRAID TO GET FIRED

LOSE THE FEAR OF FAILURE

YOU'RE FIRED!

A hand-operated water pump in a rural setting. The pump is black metal with a curved handle. A bucket is placed under the spout, and water is being dispensed into it. The background shows a stone wall, a path, and greenery.

CONSIDER THE SOURCE

SURVIVE



GOWG SYNDROME

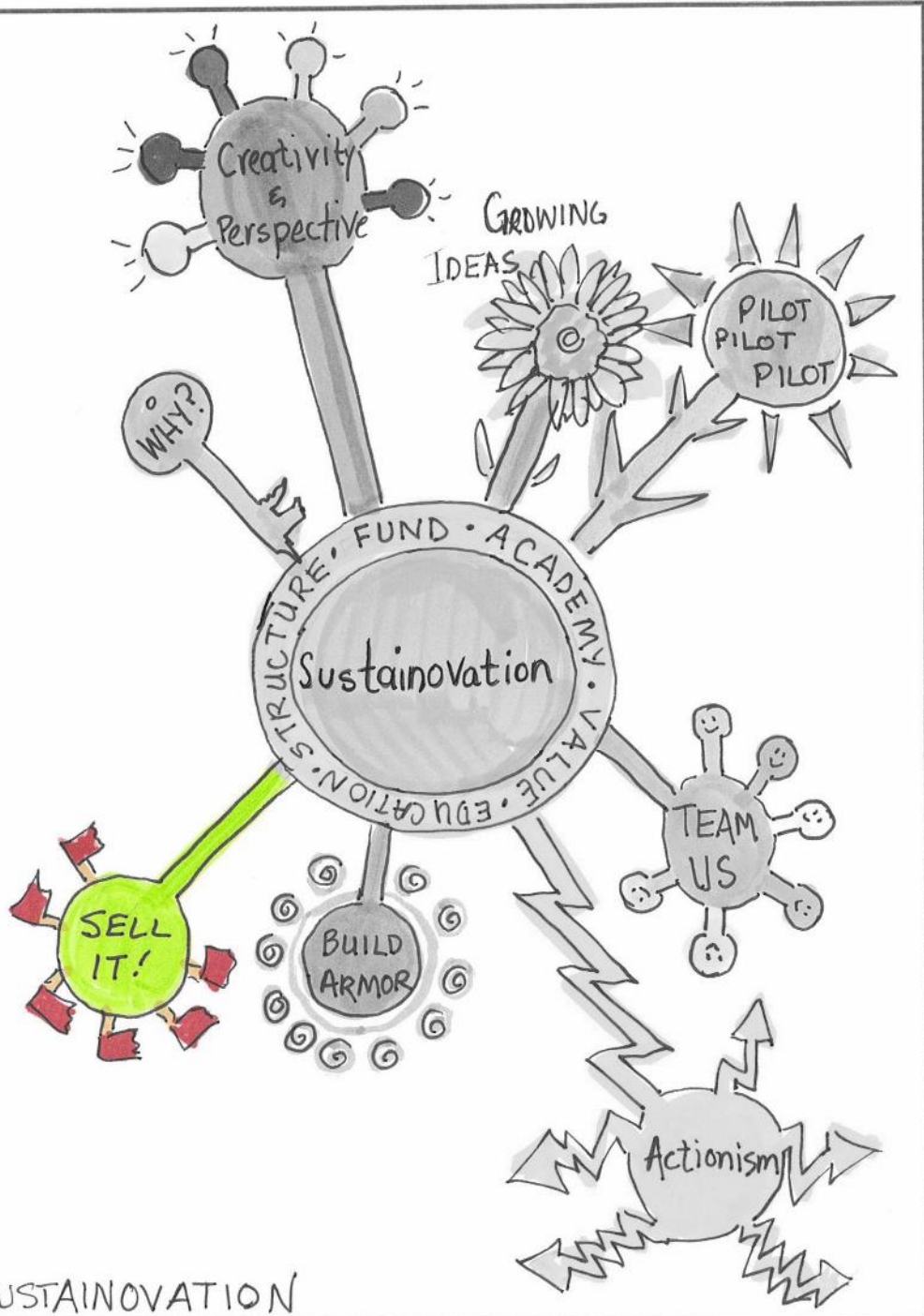
LACK OF VISION

NEED FOR CONTROL

A man in a black hoodie and pants is striking a wide-legged, arms-outstretched pose on a sidewalk. He is holding a blue umbrella in his right hand. The background is a blurred outdoor setting with green grass and a building.

HATERS GONNA HATE

TAYLOR SWIFT RULE



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BECOME A STORYTELLER

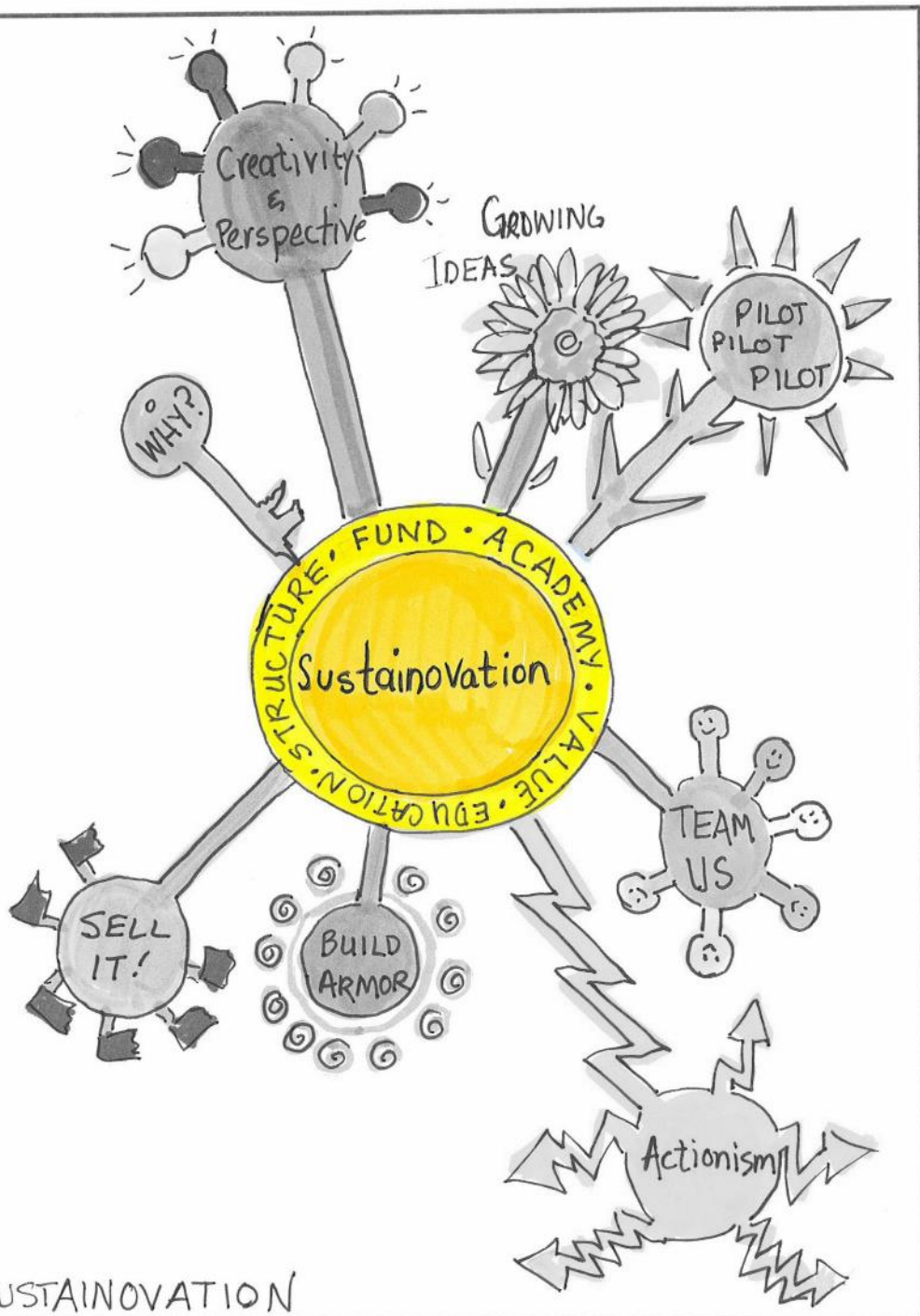
ENGAGE EMOTIONS

DEVELOP A NARRATIVE

SPEAK LIKE A HUMAN

A blurred background image showing several business professionals in suits walking away from the camera. The image is out of focus, emphasizing movement and a fast-paced environment.

BE BRIGHT. BE BRIEF. BE GONE.



Sustainovation

- FAVES
- FUND
- ACADEMY
- VALUE
- EDUCATION
- STRUCTURE



BUILD AN INNOVATION FUND

AGGREGATE ORGANIZATIONAL INNOVATION RISK

ESTABLISH URGENCY AND COMPELLING "WHY"

SELECT FUND SIZE

- WHAT'S THE RIGHT SIZE FOR YOUR ORG?

SELL THE CONCEPT

- PREP ELEVATOR PITCH AND EXEC SUMMARY
- "MOST CREATIVE, MOST EFFECTIVE EMPLOYEE"

PITCH TO LEADERSHIP-HAVE A SENIOR SPONSOR

REASONABLE CONTROLS

FUND OVERSIGHT, PROJECT SELECTION

APPLICATION PROCESS

- EASY FORM
- CLEAR SCORING CRITERIA

PILOT PROJECTS ONLY



5 YEAR RESULTS:

38 IDEAS SUBMITTED

30 IDEAS ACCEPTED

24 IDEAS "SUCCESSFUL"

- iPad RENTAL PROGRAM FOR BOARDS AND COMMISSIONS ELIMINATED 64,000 PRINTED PAGES PER YEAR.
- TREADMILL DESK SAW A SPIKE IN USAGE AND THEN A DECLINE DUE TO PERCEPTION ISSUES.
- C.A.S.H. CLOSET PROGRAM PROVIDED KEY HYGIENE SUPPLIES AND INTERVIEW CLOTHES TO 38 UNDERSERVED MEN AND WOMEN APPLYING FOR JOBS. PROGRAM EXPANDED FOLLOWING YEAR.
- BACKDROP/SUPPLIES FOR ANIMAL SHELTER PHOTOS & BETTER PROCESS LED TO A DOUBLING OF SOCIAL MEDIA PRESENCE IN 3 MONTHS

A row of wooden beads spelling 'COMMUNITY' is arranged diagonally across the frame. Below the beads is a yellow measuring tape with black and red markings. The background is a plain, light-colored surface.

MEASURE INNOVATION VALUE

INNOVATION VALUE (IV) = REASONABLE NET PRESENT VALUE OF ACTUAL
COST SAVINGS + EFFICIENCY VALUE (EV)

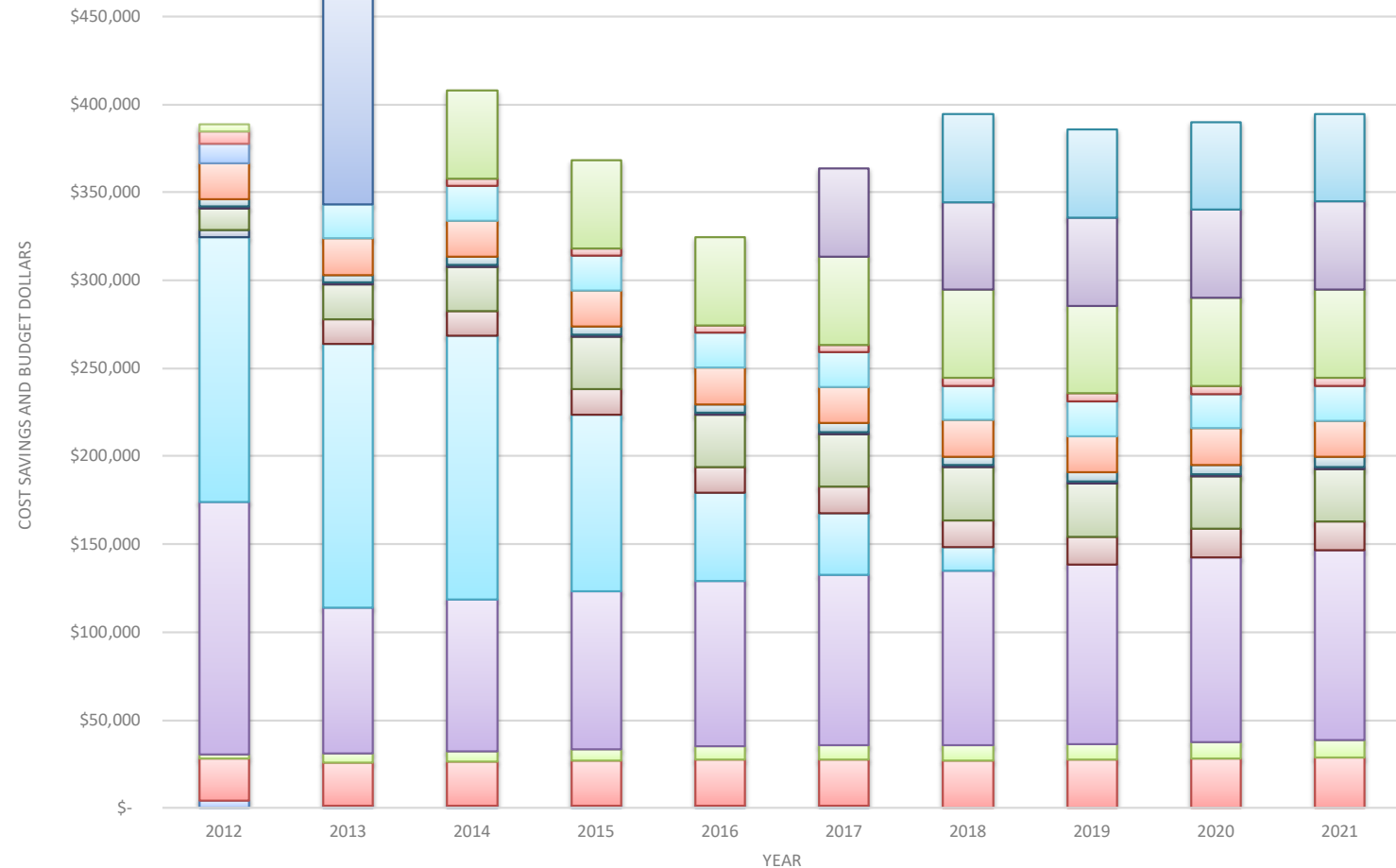
WHAT DOES YOUR COMMUNITY VALUE?

MEASURE INNOVATION VALUE

Innovation Value (IV) = reasonable Net Present Value of Actual Cost Savings + Efficiency Value (EV)

Efficiency Value comes from reinvested funds. These funds are not actually saved, but reinvested

“Reasonable” is relative to the project



MEASURE INNOVATION VALUE

VIPER PROGRAM

69 VEHICLES SOLD

\$150,000 PER YEAR IN REDUCED
O&M WHILE UNDER WARRANTY

\$590,000 IN EV



VIPER Program	Present Value	Year 0	Year 1	Year 2	Year 3
Efficiency Value	\$590,000	\$ 590,000	\$ -	\$ -	\$ -
Actual Cost Savings	\$378,256	\$ -	\$ 150,000	\$ 150,000	\$ 150,000
Total Innovation Value	\$968,256				

**INNOVATION VALUE = (3 YR NPV OF \$150,000 O&M SAVINGS)
\$378,256 + \$590,000 = \$968,256**

A group of seven diverse people, including men and women of various ages and ethnicities, are captured in mid-air, jumping joyfully in a park. They are wearing casual to business-casual attire, and their arms are raised in celebration. The background consists of lush green trees and foliage, suggesting an outdoor setting. The overall mood is one of happiness and energy.

EDUCATION

EMPLOYEE-LED

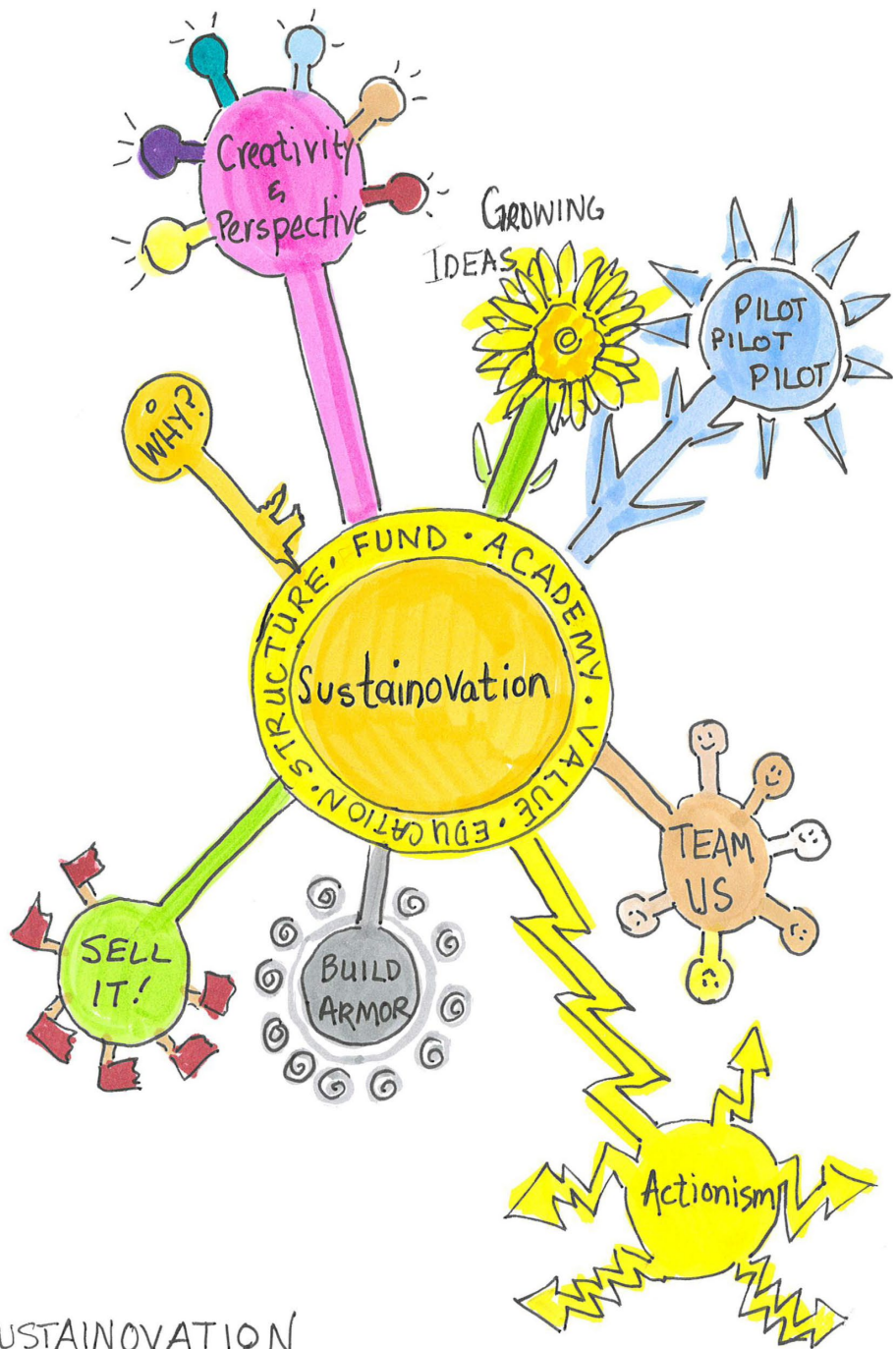
ENGAGED AND EMPOWERED

HOLISTIC



STRUCTURE

DECENTRALIZED



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**“YOUR ABILITY TO SUCCEED IS
DIRECTLY LINKED TO YOUR
WILLINGNESS TO FAIL.”**

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