



Summer Weekly

Reader

Volume 127, Issue 187, September 3v, 2015 Volume 126

The Plano Rotary Club
www.PlanoRotary.com

UPCOMING MEETINGS

Sep 3

Texas State Senator
Van Taylor, with guests -
2015 Legislative Wrap-up

Sep 10

Introducing Dr. Binggeli
(PISD Superintendent) to
City

Sep 17

Introducing Dr. Matkin
(Collin College President)
to Plano

SEPTEMBER BIRTHDAYS

Ean H. Sullivan	Sep 04
Rick Boyer	Sep 06
Satinder Baweja	Sep 16
Hubert Aaron	Sep 17



YORAM, FATHER OF INVENTION

Sainted Editor is leaving you in the capable hands of **Hubert Aaron** for the first half of September when he and **Pat** dodge Russian Separatist missiles off the coast of the Crimea in the Black Sea. Then they hazard the wonders of Turkey, currently at war with ISIS and the Kurds, but, having wandered in Tahrir Square during Egypt's elections and Seoul during the North Korea standoff, they're old hands at this sort of thing.



PRESIDENT PAPERWEIGHT summoned our attention at 12:19, entreating **Earnest Burke** to deliver the Invocation and **Den-nis Miller** to lead us in the Pledge. **Blair Ritchey** was thanked for being the Greeter. And, as **Nathan** was AWOL and **David** was placidly chewing his cud, Kelly took it upon himself to stand in as the **SERGEANT AT ARMS DU JOUR**.

He berated *North Texas Pioneers* President **Austin Rogers** as the *Young Club* Rotarian, echoing Austin's slam at the Geriatric Club of Plano. **Maria Mott** welcomed Plano Chamber denizen **Joe Camarena**, and **Alan Feigenbaum** introduced the young member candidate, **Lewis Tong**.



Earnest endured razing about his flowery rhetoric describing today's cake for both July and August birthday folks. He led us in **HB2U** and noted that his Birthday Campaign had grossed **\$5,204** (before the cost of the cakes), and that the runner up month, July, had been bested by only \$28 by **LB**

THE REMAINING'S month of January. So all January birthday members get a coin commemorating our 75th Anniversary as a Club. Earnest said it'd serve as "a good golf marker."



Nancy Humphrey announced that we light-weights were sponsoring the *Hendrick Golf Tournament* and pleaded with us to participate. She also mentioned the need for sponsorship of holes "or the Tournament," and told us that flyers for the event would be ready by next week.

Kelly told us that we and *Gleneagles*, or more accurately *ClubCorp*, are "fine-tuning" the contract, so our move is not imminent.



Olin Jaye, our distinguished **CITIZEN OF THE YEAR**, rose to announce the program and spoofed that that was accomplished by Earnest. (When asked, neither Olin nor **Mary Jo** could come up with the list of PRC members who made the list of **COTY**. But the Chamber website notes that both of them plus **Myrtle, Jamie, Cary, Phil, Wayne, Tino, Rutledge, Alex Schell, Nathan White**, and **Ted Dickey** have all been so honored.) Olin took the opportunity of the limelight to tell us to be sure to attend September 3rd when our State Senator and Representatives will "tell you what they've done for you" (or to you) lately.

Turning to the task at hand, Olin introduced **Yoram Solomon** as an exceptionally creative person who "communicates better than anyone I know."



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Dr. Yoram Solomon is a creativity researcher and coach to large companies and the employees. For his PhD, he researched why people are more creative in startup companies than in mature ones. He is currently the VP of Strategy and the inventor of *Penveu*. In May, he was elected as a *PISD* board trustee.

Yoram doesn't believe that anyone was born creative. He believes that people can put themselves in an environment in which they will maximize their mostly untapped creativity potential, making their companies more innovative and successful.

He published two books: *Bowling with a Crystal Ball*, which proves that the future of technology is much more predictable than is believed to be, and *Worst Diet Ever*, which shows how to get motivated to do what's important yet long-term. He is now working on his 3rd book, *Un-Kill Creativity*, is launching a new creativity coaching practice for large companies that want to out-innovate startups, and has a software startup company.

Olin concluded by punishing us with, "Yoram in for a rare treat."

Yoram said that he was most proud of his *Plano Rotary Club* badge, which he showed us on-screen to list his classification as **CREATIVITY**. He created the *penveu* in 2010 and has 14 patents to his name. On July 21st of that year, he presented *penveu* to the Board of Directors, and one member took him aside and told him, "What you did today happens once in a lifetime," by which he implied that "Innovation or invention is accidental." Yoram wasn't so sure.

He asked us "Where and when do great ideas come from?" Since he'd been checking his PowerPoint™ slides before the meeting, we knew what was coming, so someone responded, "The shower." **Allen Murowitz** dutifully advanced to the appropriate slide while Yoram fumed silently over a disrespectful audience.

He gave us the short version of the seven points he presents to his trainees in creativity seminars:

7. **Genetics**, are we born creative? Everyone, hoping to be more respectful (perhaps), thought the question rhetorical, but he wanted an answer. But we were as uncreative as his seminar audience, so he put us out of our misery and told us we were born NOT creative.

6. **Big Picture and the Impact**. **Henry Ford** once asked, "Why, when I ask for two hands, I get a head with it?" by which he meant "Why can't you people just do what you're told?" Such thinking stifles creativity. Since Henry wasn't the only innovative thinker on the planet, it would have been better had he given his workers the Big Picture and see how they bring it to fruition.

At this point Hubert Aaron's iPhone rang with a Model T Ford's "ahhhooougaahhh." Rather than reflect on the serendipity of the illustration, Yoram fixed him with a steely stare and asked, "Really?"

His train of thought thus uncoupled, Yoram referred apologetically to his notes, explaining that he had a day to prepare them, which Olin, who had made the late request for a presentation, corrected to "72 hours."

5. **Autonomy comes from trust**, which in turn, Yoram said, "comes from fear." To illustrate that, he gave us an apocryphal tale of a CEO who owned a BMW i8 a



\$136,000 vehicle. Yoram asked him if he could borrow the keys, and was turned down flat. Yoram asked him, "if you go to the hospital" and Yoram offered to drive the i8 home for him, would he then oblige, and he was told, "Yes." The difference was trust that was necessitated by the fear that the car would disappear from the hospital's parking lot.

The take-home is that managers give autonomy to their employees "because of trust, accelerated by fear" of losing innovation in a competitive marketplace.



4. **Open debate**. Yoram decried the absence of debate in the US. We're "very polite, politically correct. Don't feel comfortable enough to have discussion." But "creativity comes from a group." And again "trust leads to open debate." One needs to know he won't be chastised for "asking stupid questions." He asked us if we knew the accepted wisdom on "stupid questions?" But before we could parrot, "There are no stupid questions," he crushed that homily. "Of course there are stupid questions," we just have to respect our colleagues enough to realize they won't vilify one for asking them. Respect comes from recognition of competency in others. It is accelerated by friendship and "shared life-altering events." Such is the efficacy of team building and bonding activities, he claimed.

We were treated to an algebraic equation for the third point:

$$3. \quad n(n-1)/2$$

To illustrate this point, Yoram gave **Austin** and **Jason Rice** Day-Glo orange balls representing two separate ideas. (He later claimed it was intended for **Alex Johnson**, but his aim wasn't that good.) He asked them to "toss the ideas," trying to get them to meet in mid-air. When they failed, Jason then threw one at Yoram, who hung his head, bewildered at the lack of cooperation. The point being that we need partial ideas to create a greater idea, and there are $n(n-1)/2$ connections possible between n participants. Two participants can make only one connection, but for 10 there can be 45!

"When you get an idea, save it!" was his mantra. "Incubate the idea." He recalled the time he could not solve a programming problem. "Why are you smiling?" he demanded. Then he went on a movie date with **Anat** and



in the middle of the film... "Do you remember?" he asked Anat... "Say 'yes.'"...he had the breakthrough idea. It had to incubate in his mind to migrate forward.

Or use a "trigger event." When he took flying lessons, his boss asked, "Did you fly yesterday? Because you're a lot more focused today." "Flying is not a relaxing activity, but it triggers associations."

Returning to his first slide, he conceded, "You do have a lot of great ideas in the shower." Apparently dopamines (the body's natural controlled substance) are released by the massage action which allows associations. He's taking his associations into his own coaching business

In the Q&A, someone asked, "How to you make your boss afraid?" Yoram says he served in Israel's military, and he'd answer the question afterwards.

He looked at Kelly and asked if he was going to get "something perpetual?" **PRESIDENT PAPERWEIGHT** earned his sobriquet.

Then Kelly led us in the Four-Way Test and closed the proceedings at 1:02.



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Kirk B. ell
Managing Partner, B&V, LLC
Financial Advisor, RJFS
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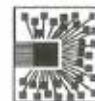
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