

Relevance

Innovation is crucial for solving problems in your career and for helping your Rotary club solve its challenges in a changing world.

Learning objectives

By the end of the session, participants should be able to:

- Understand the steps that lead to innovation
- Apply those innovation steps in their Rotary clubs

Before the session

- Ask participants what they would like to gain from the session and use their comments to customize its content.
- Consider how you will facilitate the session and adjust it for your audience.
- Think of an opening activity that will grab participants' attention and other ways to keep the session interactive.
- Prepare any materials you will need for the session.

During the session

- Welcome participants and introduce yourself.
- Review learning objectives.
- Highlight these key messages:
 - Innovation is important in a changing workplace and is a value that Rotary promotes to strengthen clubs.
 - To be innovative, people need to take risks, explore ideas freely, and avoid fear of failure.
 - Although innovation is not limited to a process, it often involves understanding a problem and creating a solution through:
 - Identifying the challenge you want to resolve
 - Immersing yourself in the situation and having empathy for those affected by the problem
 - Reframing your question to focus on a part of the challenge that you can affect
 - Brainstorming, or freely and quickly thinking of many possible solutions to your reframed challenge

- Developing your top idea
 - Testing solutions by getting user opinions
 - Club members need to be open to change for innovation to happen.
- Use discussion questions to boost conversation:
 - What does innovation mean to you?
 - Have you worked on something innovative? Explain.
 - How can you contribute to a culture where innovation is the norm?
 - What happens when innovation is stifled?
 - How can your club be innovative and open to change?
- Lead one of the activities below.
- At the end of the session:
 - Take questions from participants.
 - Review the learning objectives to make sure they've been achieved.
 - Ask participants to write down one idea they'll use from the session.

Activities

1. Purpose: Developing innovative ideas for Rotary clubs
 - Allow 20 minutes for this activity.
 - Explain that each group of participants will think of an innovative way to draw new Rotary members to their club.
 - Divide participants into groups of three or four to begin discussions.
 - Afterward, give each group 5 minutes to present its idea as part of a larger discussion.

2. Purpose: Innovation workshop
 - Allow 20 minutes for this activity.
 - Ask each participant to think about a challenge in their Rotary club or profession, then write it down in one sentence. Let participants know that they will describe the challenge to their designated group.
 - Explain that groups of participants will decide on which ideas they will use in the activity.
 - Guide the groups through the stages in the Innovation Worksheet (at the end of this document), giving them time to understand each stage.
 - Divide participants into groups of three or four to begin the activity.
 - Ask for volunteers to talk about their solutions with the larger group.
 - Encourage participants to try the solutions in their Rotary club.

In the larger group, ask participants to state one way they will apply what they learned to their job or Rotary club. Use this worksheet to address one challenge in a Rotary club.

IDENTIFY: What challenges do you face? Where do they come from? What are they preventing you from doing?

IMMERSE: What do others affected by the challenge feel or say about it and the role they might have in it? How might they react to the challenge and their role? Consider the perspectives of everyone involved.

REFRAME: Consider how you might address the challenge from a new direction. In 2 minutes, write as many “How can we ... ?” questions — that relate to the challenge — as possible. They don’t have to be perfect. For the next 5 minutes, read them to other group members and choose one that resonates most with them.

BRAINSTORM: Using that “How can we ... ?” question, think of as many potential solutions as you can. Do this silently for a few minutes, then repeat it as a group. Respond to one another’s suggestions with “Yes and” and “What about ... ?” Write ideas on a flip chart.

DEVELOP: Choose the top potential solution, then explain the details to help others understand it. What would it look like? Write, draw, or act out the potential solution.

TEST: Partner with another group. Share your solutions with the other group and get feedback.