

# Innovators By Design (ibD)

Becoming an Innovator Worth Following

# Intros

Name

Former Base/Position

Home town

Interests

What do you want to gain from this class...???

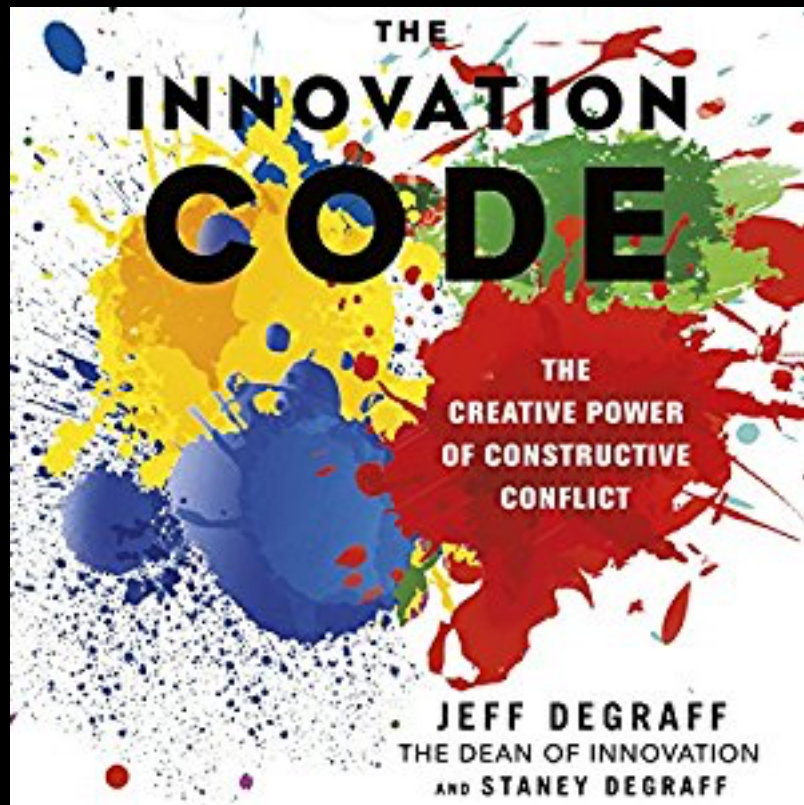
**What's your "Walk in the Room Song?"**

# ibD

Guests, Structure, Methods

**GRADES DON'T MATTER**





# Guests



- Dr Jeff DeGraff
- Dr Stanley DeGraff
- 28 March 2018





# Guests

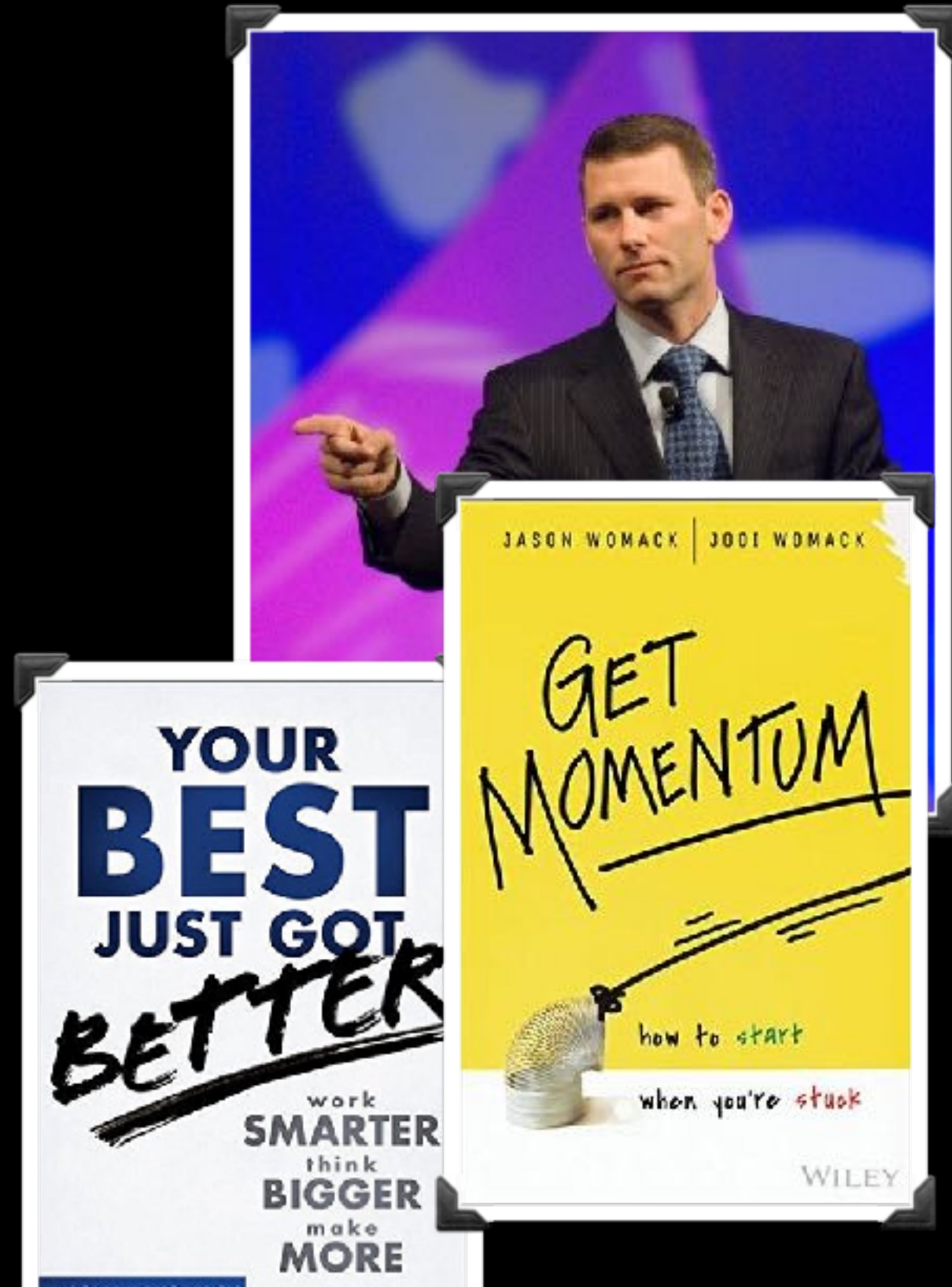


- Jason Combs (MD5)
- 4 April 2018



# Guests

- Jason Womack
- 11 April 18





# Guests

- Susan Reed
  - 25 April 2018



**EdgeDweller**

Evolutionary Thinking for Business

# Guests

- LtCol Mark Jacobson,  
PhD
- 9 May 2018



DEFENSE INNOVATION  
UNIT EXPERIMENTAL

# Guests

- Dr Neil Stott
- Dr Paul Tray
- 16 May 2018



UNIVERSITY OF  
CAMBRIDGE  
Judge Business School



# Bill DeMarco



# Calendar View





# Due Outs

**ELEVATOR PITCH:** Create a preliminary “elevator pitch.”  
What/where are you innovating? 30 second/3 minute

## **INNOVATION PAPER:**

**Option 1:** Objective: Succinctly examine factors that will enable and constraint the organization’s ability to effectively address the innovation challenge.

**Option 2:** New market venture  
Objective: Identify gaps in the market and find your opportunity spot through different analyses such as: need and market analysis, competitor analysis, and core competency analysis.

**INNOVATION BRIEF:** Brief out your project: (5 minutes)

# Groups

3x4 Groups

Diversity through “Colors”  
And... MBTI



UC Berkeley



Stanford



Auburn University



Center for Army Leadership



High Capacity Leaders

Womack Company  
THE JASON WOMACK COMPANY.



Harvard NPLI



Singularity



USAFA CCLD



FEI



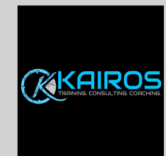
University of Michigan



Cambridge University Judge Business School



GiANT Impact



KAIROS



MARINE CORPS  
UNIVERSITY

USMC Lejeune Leadership Institute

RAF College Cranwell



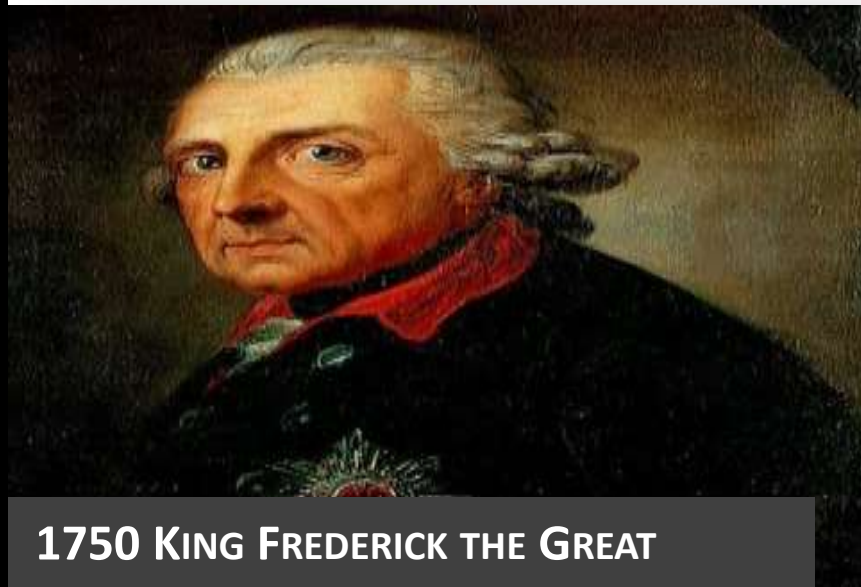
Simon Sinek



NDU



# ORIGINS of EDUCATION = ORIGINS of WORK



1750 KING FREDERICK THE GREAT



1920 CUBBERLEY: FACTORY MODEL



21<sup>ST</sup> CENTURY: INFO AGE

## EDUCATION 1.0

- ISOLATION
- FEAR

## WORK 1.0

## SUBJECTS

[SERVE THE KING]

## EDUCATION 2.0

- COMPLIANCE
- UNIFORMITY

## WORK 2.0

## FOLLOWERS

[ASSEMBLY LINE WORKERS]

## EDUCATION 3.0

- CREATIVITY
- COLLABORATION

## WORK 3.0

## DECISION MAKERS

[ADAPTIVE LEARNING TEAMS]



*The empires of the future are  
the empires of the mind.*

Winston Churchill

