Concepts and communication tools to promote yourself, your ideas and your creations

Session 3: March 11th, 2014

@riccardopaterni
THE PROGRESS MODEL

EMBRACING UNCERTAINTY
The Essence of Leadership
Phillip G. Clampitt and Robert J. DeKoch

Accogliere l’incertezza
L’essenza della leadership
Phillip G. Clampitt, Robert J. DeKoch

“Il convinto è accecato dalle certezze,
il vincente sfrutta l’incertezza
per aprire gli occhi”

riccardo@synergypathways.net
THE PROGRESS MODEL

Extreme Uncertainty

Exploring

Platform 1

1.1
1.2
1.3
1.4
1.5
1.6
1.7

Platform 2

2.1
2.2
2.3
2.4
2.5
2.6
2.7

Platform 3

3.1
3.2
3.3
3.4
3.5
3.6
3.7

Refining

Extreme Certainty

PROGRESS
THE RIGHT:

CONTEXT

TIME

PROJECT

?
opportunity

creativity

innovate

innovation

progress
WHAT KIND OF INNOVATION TO PROGRESS?

Innovazione a tutto gas!
DA CENTO ANNI DI MOTORSPORT
IL CARBURANTE ALL’INNOVAZIONE IN AZIENDA

Foreword by
Introduction by
Appendix by

Riccardo Ceccarelli
Eros di Prima
Samit S. Naik

Riccardo Paterni

Innovation Full Throttle!
FROM ONE HUNDRED YEARS OF MOTORSPORT
THE FUEL TO ORGANISATIONAL INNOVATION

Foreword by
Introduction by
Appendix by

Riccardo Ceccarelli
Eros di Prima
Samit S. Naik

lifeplan.it
riccardopaterni.it
innovazioneatuttogas.it

lifeplan.it
riccardopaterni.it
WHAT KIND OF INNOVATION TO PROGRESS?

(recall PhD Plus 2014 round table debate)

INNOVATION:

creativity that adds value, generates value within the perceptions of the market
What is desirable to users?

Innovation

What is possible with technology

What is viable in the marketplace

AWARENESS ➔ ACTION
OVERALL KEY CONCEPT: THE DEPENDENCY FLOW

Dependent → Independent → Interdependent

AWARENESS ➔ ACTION
OVERALL KEY CONCEPT: LEARNING DYNAMICS

1. Unconscious Incompetence
2. Conscious Incompetence
3. Conscious Competence
4. Unconscious Competence

AWARENESS ➔ ACTION
OVERALL KEY CONCEPT:
SOURCES AND EXPRESSION OF IDEAS

Seek
Interesting
People
Be Curious

Seek
Sense
Share

Observe
Study
Challenge
Evaluate
THINK

Publish, Comment, Participate

AWARENESS → ACTION

5 Why Method
OVERALL KEY CONCEPT: IQ IS NO LONGER ENOUGH…

Intrapersonal & Interpersonal level
AWARENESS ➔ ACTION

- **Personal Effectiveness**
  - Habit 7 – Sharpen the saw.

- **Interdependence**
  - **Public Victory**
    - Habit 6 – Synergize.
    - Habit 5 – Seek first to understand . . . Then to be.
    - Habit 4 – Think win/win.

- **Independence**
  - **Private Victory**
    - Habit 3 – Put first things first.
    - Habit 2 – Begin with the end in mind.
    - Habit 1 – Be proactive.

- **Dependence**
HABIT NR. 1  BE PROACTIVE

**Self-awareness** - the ability to control thoughts

**Imagination** - the ability to mentally create a new reality.

**Conscience** - an inner awareness of right and wrong

**Independent will** - the ability to act on thoughts

“The significant problems we face cannot be solved at the same level of thinking we were at when we created them.”

— Albert Einstein
HABIT NR. 2  BEGIN WITH THE END IN MIND
(more in depth details upcoming)
HABIT NR. 2
BEGIN WITH THE END IN MIND
(APPLICATION)

Create S.M.A.R.T. Goals

- SPECIFIC
- MEASUREABLE
- ACHIEVABLE
- REALISTIC
- TIMELY
HABIT NR. 3  FIRST THINGS FIRST

Important

Un-Important

Urgent

Un-Urgent

Reactive

Proactive

I

II

III

IV

Miss-directed Priorities

Wasteful activities

* Spend as much time as possible in Quadrant II *

AWARENESS ➔ ACTION
HABIT NR. 4 THINK WIN / WIN

Attitude (mental approach) win / win - see character / recurring mindset (for win-win focusing on relationships)

Aptitude (actual practical skills, know-how) win / win -
- set up of agreements (geared towards win/win)
- set up of systems (reward win/win or win/lose?)
- set up processes (separate person from the problem, go to the real cause of it not simply to the way it is perceived.
HABIT NR. 5  SEEK FIRST TO UNDERSTAND BEFORE BEING UNDERSTOOD

Active listening vs Passive listening
(\textit{Aptitude} \& \textit{Attitude} at play)

No mutual understanding with passive listening

Aspect of \textit{Empathy} is also a key factor; what is empathy?
HABIT NR. 6  SYNERGYZE

Aware integration of differences in *Attitudes* & *Aptitudes* it’s at the basis of effective teamwork and individual development originating from it.

*Diversity* (in how many ways can be diversity manifested?) has an important role in Synergizing it is perceived and utilised as a key asset.
HABIT NR. 7  SHARPEN THE SAW

Take time on a regular basis to care and develop 4 key dimensions:

**Mental** (know-how)

**Social/Emotional** (relationships Attitudes & Aptitudes focus)

**Physical** (outer)

**Spiritual** (inner)
PERSONAL BRANDIN

You Can't Move Up If You Don't Stand Out!
YOUR VISION, YOUR MISSION AND SUPPORTING VALUES

“Vision is the guiding theme of your personal life and professional career. Your vision is a long-term picture that establishes your priorities for making short-term decisions.”

“Create a social network for the actual development of struggling global communities.”
“Mission describes your fundamental purpose. It guides the planning and implementation of your vision. It’s a description that encompasses your own personal objectives, long-term goals, and guiding philosophy.”

“Complete the PhD Plus and develop a successful project enabling me to get within the right technical, social and financial networks to fully shape and develop my vision.”
“Values are the basic principles that guide the day-to-day actions from an operational and strategic point of view.”

Actual Behaviors -------- > Actual Values

“To pursue my mission I am following the PhD Plus on the basis of the following values: commitment, continuous focus, cooperation with others.”
“Think of **Goals** as the dots you connect to create the picture described by your vision and mission. They are the short-term milestones that will keep you on track and help you achieve your greater mission.”

**Strategy** =
**Vision and Mission**

**Tactics** = **Goals**
PERSONAL BRANDING

BRANDING OF YOUR PROJECT

BASIC SYNTHESIS TO CHALLENGE ASSUMPTIONS ON YOUR INNOVATION

Value Proposition Canvas

Product

Benefits

Features

Experience

Customer

Wants

Fears

Needs

Substitutes

Company:

Product:

Ideal customer:

Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yva Pigneur and Alex Osborn. Released under creative commons licence to encourage adoption and iteration. No rights asserted.
NOW LET YOUR PROGRESS JOURNEY BEGIN!