

REMARKABLE TIP SHEETS



SOLUTIONS FOR GOVERNMENT AGENCIES & SPECIAL DISTRICTS

These **REMARKABLE MUNICIPAL SOLUTIONS** are designed specifically for Government Agencies, Municipalities, & Special Districts so they can be amazing at creating Thriving Communities.

This topic makes for great Staff Trainings and as an Educational Session at your annual Conference. Plus, we can assist you with: *Graphic Design, Staff Mentoring, Interim Leadership, Agency Check-Ups, Board Training & Strategic Planning.*¹

UNLEASHING CREATIVITY IN RECREATION

WHAT IS INNOVATION?

Innovation can sometimes happen through Radical Breakthroughs and Technological Advancements, but typically that innovation occurs through much smaller steps, like: Novel approaches to problems, and Applying existing solutions in new contexts. For local government, innovation is really about **CREATING VALUE** for our communities.

In recreation, Creativity & Innovation lead directly to a thing called: **"WOW FACTOR"**, which is that ability to stand out from the crowd with something unique or unexpected. It is that thing that *"Draws In"* our community. Let's Unleash it together.

¹ Let us handle it. We can help you Thrive!

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REMARKABLE
RECREATION SOLUTIONS



UNLEASHING ORGANIZATIONAL CREATIVITY

ENVIRONMENTS FOR INNOVATION (ACTIVATING CREATIVITY)

SOLUTION 1



Innovative Organizations foster a *"creative environment"*:

VISION & SUPPORT FROM TOP - - Leadership that: Sees the big picture, Defines the "why", Provides resources, & Creates an environment where staff is safe to speak up and take risks.

REALISTIC EXPECTATION - - Innovation typically happens with Incremental Change (From Experimentation & Failures). Plan for long-term impacts, and Look for short-term wins.

PARTICIPATION AT ALL LEVELS - - Proactively involve Staff at all levels. Be listening. The best ideas usually come from those doing the work; from those closest to the customers.

ADAPTABILITY - - Adapt to Changes: Tech, Economic, Political. Dead Projects = Valuable lessons & Unexpected opportunities.

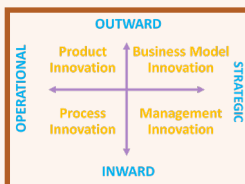
PURPOSEFUL - - Seek new solutions. Stay current with trends and new tools. Prioritize Staff Training & Development, Take calculated risks, & be "OK" with occasional Failures. Build a business case, before making significant investments.

OPPORTUNITIES FOR INNOVATION (PURSUING CREATIVITY)

SOLUTION 2



Seek Innovation = Outward vs Inward / Operational vs Strategic. In Recreation, we must seek innovations in All Four Quadrants.



PRODUCT INNOVATION - - Changes or Improvements to Org's Services or Products. Or creating new ones.

PROCESS INNOVATION - - Looks at Efficiency & Quality to improve way the Org works on a day-to-day basis.

BUSINESS MODEL INNOVATION - - Changes how Organization creates and captures value. Also involves new revenue models.

MANAGEMENT INNOVATION - - Changes to how organization is organized, managed, and led. Often implies decentralization.

APPLYING A REAL-LIFE EXAMPLE: Here is a Business Model Innovation example. How can we apply it to Recreation? An animal shelter posted on social media: *"If you are an adult & don't want people to know you are playing Pokémon, we will rent our shelter dogs so it looks like you are walking your dog."* Ha Ha, right? Here are some results: (1) They have waiting list of people wanting to "rent" dogs, (2) These folks post pictures, and other people come to the shelter asking to adopt specific dogs. (3) The shelter has adopted-out most of their dogs.

UNLEASHING INDIVIDUAL CREATIVITY

ATTITUDES FOR INNOVATION (EMBRACING CREATIVITY)

SOLUTION 3



AVOID THE "NORMATIVE ASSUMPTION" - - "Things, that are now, will always be, the way they will always be". Be willing to break out of the mold. *"Normal is the Enemy of Creativity"*.

WHERE DID THE CREATIVE GO? - - Some people think they aren't creative, while others don't know how to harness it. Truth is, the creativity has been trained out of most of us (98% of adults per one study). *"We need to train Creativity back in"*.

ACTIVATE YOUR CREATIVITY - - Creativity comes when it wants to, & leaves when it wants to. It comes in waves, not when you "schedule it". We must try something new & get uncomfortable. *"Creativity requires us to Show-Up a little differently"*.

EXERCISES FOR INNOVATION (TRAINING CREATIVITY)

SOLUTION 4



The full session covers 6+ Exercises. Here are 3 of our favorites:

EXERCISE = GET UNCOMFORTABLE - - Putting yourself into small *"awkward situations"* can make you mentally resilient & more creative. This means using things that are uncomfortable as a way to force ourselves into thinking differently: *Lie on your back and stare at the ceiling / Give out energy drinks on street corner in exchange for hi-fives / Take a different way home from work and "figure it out" (no devices)*. All of these, wake up our senses.

EXERCISE = USE ALL 21 SENSES - - We have a lot more than the basic 5 senses. By practicing the others, we wake up our creative mindset. Try: *Magnetoreception, Equilibrioception, Time*, Etc. [<https://www.sensorytrust.org.uk/blog/how-many-senses-do-we-have>]

EXERCISE = FORCING CONNECTIONS - - This brainstorming idea forces you to find ways that dissimilar things are similar, Such as: *"Downtown Parking"* & *"A Shoelace"* (This actually became an event, See #5). Force yourself to make unusual connections. It's great for breaking out of a problem. In a group setting, folks write a random thing (or local place) on a 3x5 card, then turn it in. The cards get shuffled, and randomly drawn. Then make start making "connections". We will show you how, in the full session.

GET THE FULL SESSION¹ (UNLEASHING CREATIVITY)

SOLUTION 5



In the Full Session, *"Wow Factor: Unleashing Creativity in Recreation"* you get **60+** *"real-life"* ideas for being **"Creative On A Budget"** for your Recreation Programs & your Facilities. Learn to put **"Wow Factor"** into action by getting the Full Session: (1) Bring session to your conference, (2) Attend the On-Demand Webinar: <https://remarkablewebinars.thinkific.com/courses/wow-factor>

REMARKABLE RECREATION SOLUTIONS.COM
Get the "Recreation Professional Boot Camp" - - Designed for New Recreation Professionals