

Innovation – Building for the Future

Presentation to the Canadian Association of Midwives
Ric Williams, President
Williams & Goffin Consulting Inc.



Innovation – Building the top line to get a better bottom line!

Presentation to the Canadian Association of Movers
Ric Williams, President
Williams & Goffin Consulting Inc.



The New Marketplace



What Happened?

- 11 million hits
- 100 million views
- United Airlines lost 180 million dollars in stock value within 4 days of the song being uploaded.



Why did it happen?

- Do we unconsciously set the standard for failure?
- Yes, they were trained – but how?
- Prevarication is not performance



The opportunities in change

- Turning a crisis into an opportunity
- Never waste a good crisis
- Look for the learning



Learner Centered Training

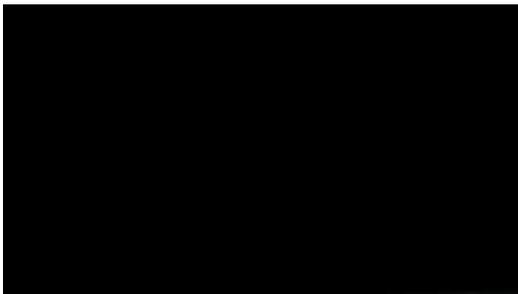
- Prepare the worker
- Demonstrate the task
- Let them perform the task
- Have them 'train you'
- Allow them to repeat the task until it is in 'muscle memory'
- Put them on their own
 - with a mentor
- Provide a context
- From the worker's POV
- Provide guidance and encouragement
- Coach respectfully
- Avoid cold storage training
- Rehearse the tough tasks
- Reward success

Learning to Ride a Unicycle

- You can't practice (or get creative) until you can do it!



Collaboration and Creative Thinking



The Chemistry – Task **AND** Relationship

Task Behaviours	Relationship Behaviours
<input type="checkbox"/> Ask clarifying questions	<input type="checkbox"/> Encourage the participation of others
<input type="checkbox"/> Share information	<input type="checkbox"/> Give useful feedback in non-threatening ways
<input type="checkbox"/> Initiate discussion	<input type="checkbox"/> Offer support of various kinds
<input type="checkbox"/> Propose possible solutions	<input type="checkbox"/> Listen to the viewpoints of others
<input type="checkbox"/> Brainstorm options	<input type="checkbox"/> State what is needed from other team members
<input type="checkbox"/> Summarize the content of the meeting	<input type="checkbox"/> Demonstrate openness and willingness to risk different points of view
<input type="checkbox"/> Find out the facts	<input type="checkbox"/> Observe interactions of team members' behaviours in the group
<input type="checkbox"/> Identify clear goals and objectives	<input type="checkbox"/> Suggest that the team deals with disagreement and revisits the norms
<input type="checkbox"/> Determine action plans	<input type="checkbox"/> Give group feedback about behaviours on the team
<input type="checkbox"/> Diagnose problems	<input type="checkbox"/> Relieve tension
<input type="checkbox"/> Set up monitoring and evaluation processes	
<input type="checkbox"/> Assign tasks	
<input type="checkbox"/> Volunteer for tasks	

It's about people

- Go with what we know or...
 - Take a chance with new people
 - But, hedge our bets by:
 - managing effective skill development
 - Encouraging creativity
 - Modeling collaboration



Delivering on our promise to perform

- Using technology, we can visit every jobsite
- We can capture the moment
- We can anticipate and shape outcomes
- Fewer mishaps
- On time, on budget deliveries
- Closer to the customer
- Anticipate and avoid problems
- Word of mouth referrals
- Fewer accommodations
- Better match of staff to job
- Improved morale and creativity



Result = Better ROI
