

# Agile Dev Better Software DevOps **WEST**

A TECHWELL EVENT

## **AW8**

Agile Practices

Wednesday, June 6th, 2018, 2:45 PM

## **Creating an Innovation-Rich Culture**

Presented by:

**Melissa Petak**

Onlife Health

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# Melissa Petak

## Onlife Health

Melissa Petak is the director of business excellence and oversees the offices of Compliance/Quality, Business Culture, and Project Management at Onlife Health. As a cultural pioneer, Melissa is responsible for developing the organizational framework that supports innovation and engagement, aligning to the strategic vision and goals set out by the senior leadership team. Melissa started her career as a hospital administrator in the US Air Force and continues to serve in the rank of major with the US Air Force Reserve Little Rock Air Force Base Clinic. She most recently served as a Medicaid project manager with HP. She holds a master's degree in health care from the University of West Florida and a black belt in Six Sigma from Villanova. She is also a first-year doctoral student at the Medical University of South Carolina.





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Melissa Petak, MSA, PMP, ITILv3, CSM, BBSS, CCWS, CPHQ

## Foundations in Culture and Innovation

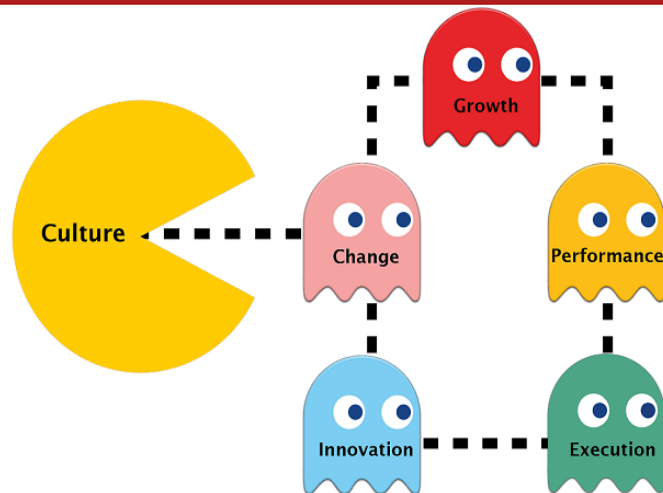




## Hungry?

Don't hope that the right culture emerges... create and drive it intentionally! It's simply too important to your success to do anything less!

Organizational culture eats strategy for breakfast, lunch and dinner



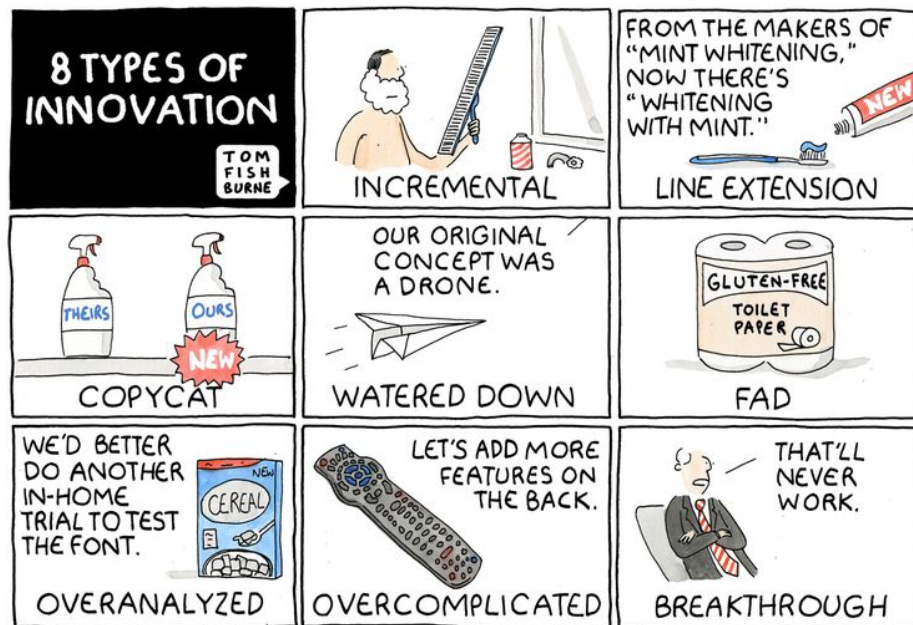
☒ LEADERSHIP  
☒ TEAMWORK  
☒ COMMUNICATION



# INNOVATION



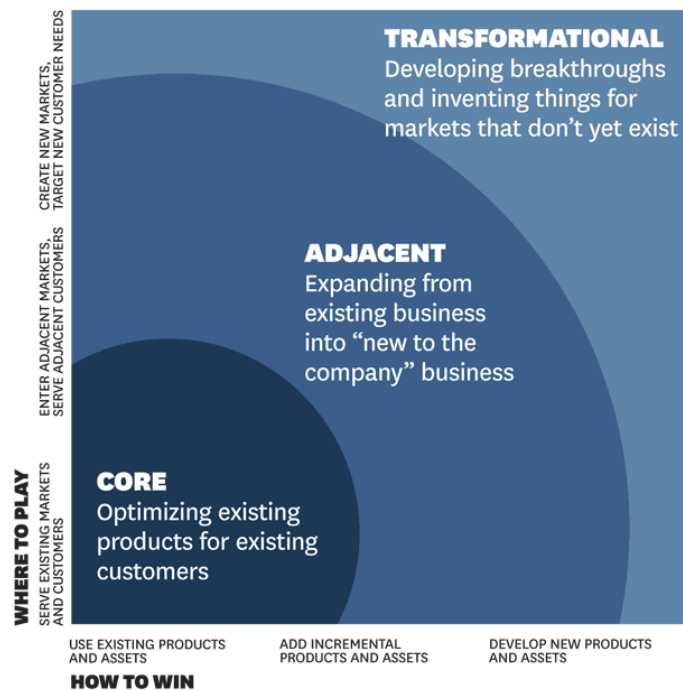
## Types of Innovation



## Innovation Portfolio

- 70% - Core Innovation
- 20% - Adjacent Innovation
- 10% - Disruptive Innovation

Rather than hoping that their future will emerge from a collection of ad hoc efforts, smart firms manage for “total innovation.”



## Innovation in the Workplace









## Types of Innovation Leadership Styles

- Thomas Edison, the greatest innovator of all time, put it well: “Innovation is 1% inspiration and 99% perspiration.”

The Heisman

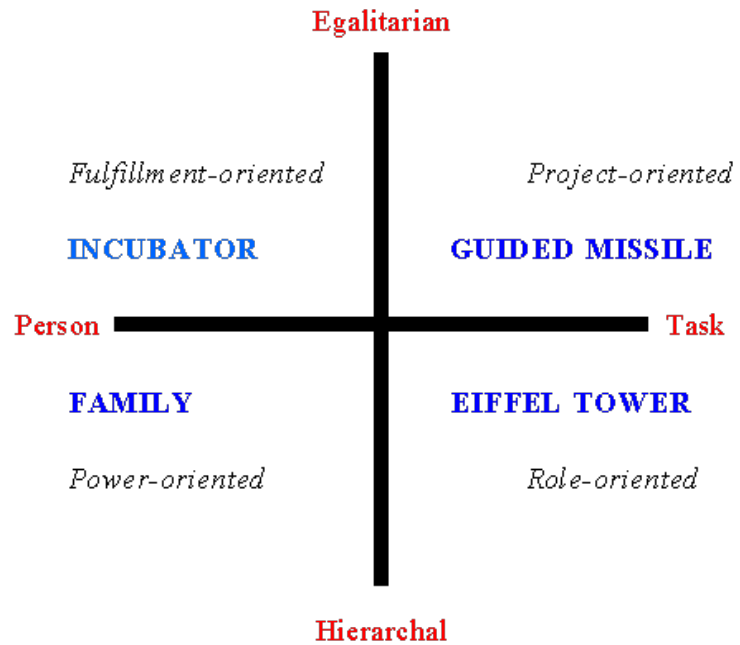


The Incubator

OR



## Four Basic Types of Corporate Culture



Proposed Model for Creating  
Innovation Rich Culture



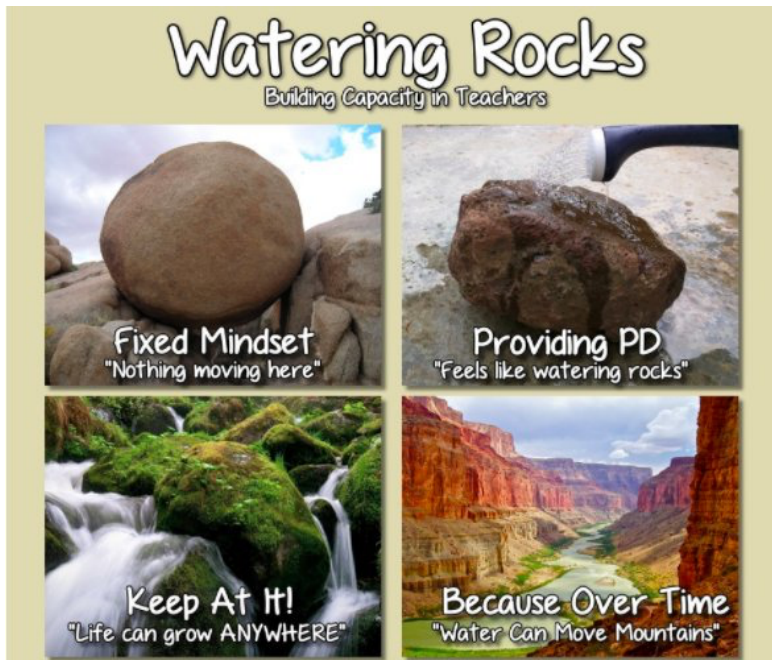
#1: Communicate. Remember Einstein.



#2: Collaborate. Turn silos into pillars!



#3: Recognize the difference between Ideas and Innovation.



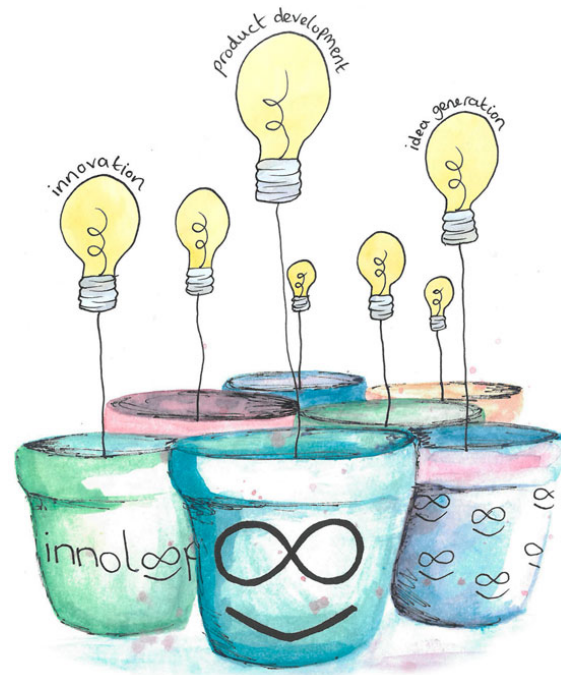
## 29 IDEA KILLERS

WHY CREATIVITY AND INNOVATION OFTEN DON'T WORK



#4: Protect ideas from idea killers.  
 “the best way to kill an idea is to share it”  
 Don’t let this become your culture.

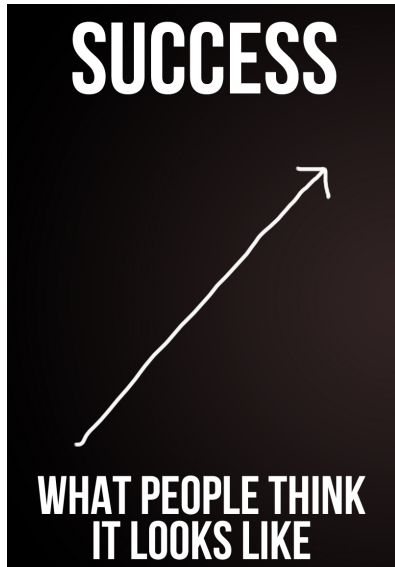
#5: Grow ideas into innovation. Safely and consistently – repotting them as they get bigger.  
"not all that glitters is gold"



## Paradoxes of Innovation Leadership






## 1. Success Comes From Failure



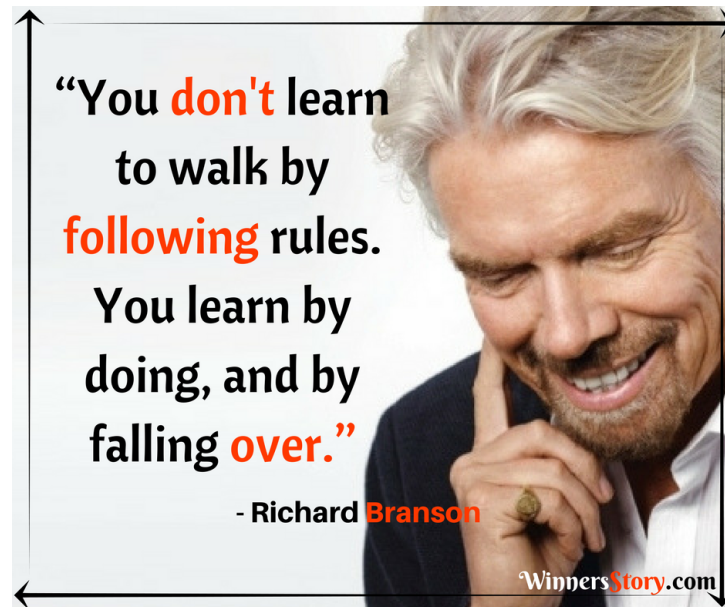
Denis Waitley once said, "Failure should be our teacher, not our undertaker. Failure is delay, not defeat."



## 2. Humility is a key characteristic of great leaders.

| <b>CONFIDENT</b><br>ENTREPRENEUR  | vs.   | <b>ARROGANT</b><br>ENTREPRENEUR   |
|---|---|---|
| <b>TALKS TO POWERFUL PEOPLE</b><br>because he doesn't doubt the value of his ideas                |  | <b>TALKS TO POWERFUL PEOPLE</b><br>because he wants to be seen as one                                     |
| <b>ADMITS IGNORANCE</b><br>because he doesn't doubt his intellect                                 |  | <b>SHOWS HE IS RIGHT</b><br>because being wrong hurts his credibility                                     |
| <b>APPROACHES STRANGERS</b><br>because he doesn't doubt the value of his company and conversation |  | <b>WORKS THROUGH HIS NETWORKS</b><br>because he already knows they accept him                             |
| <b>ACTS LIKE A FOOL WHEN FEELS LIKE IT</b><br>because he doesn't doubt his worth                  |  | <b>ACTS LIKE HE IS CONFIDENT ALL THE TIME</b><br>because otherwise people might stop taking him seriously |

### 3. Learn by doing.

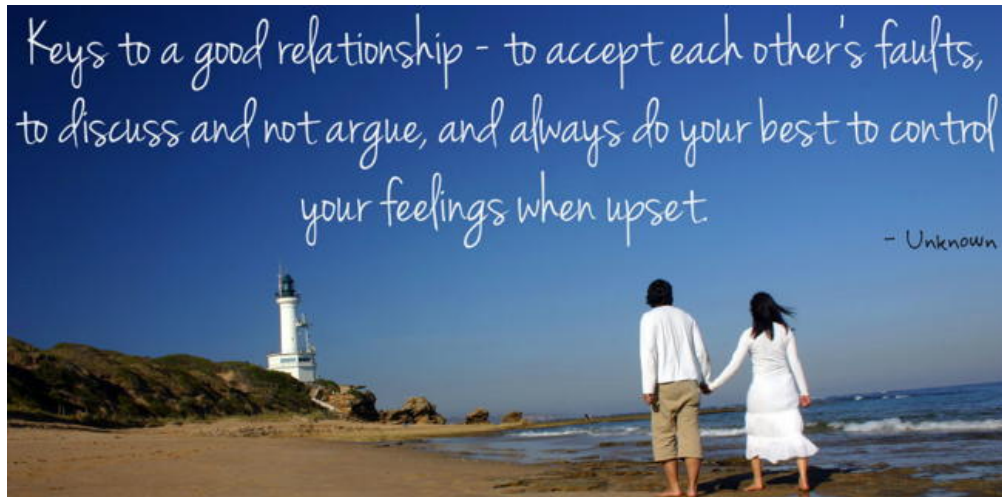


### 4. Don't rush your employees' development.





## 5. Leadership is about relationships, not unilateral decision-making.



## Works cited



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