

Working Session: Enhancing Your Innovative Projects

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Do these responses sound familiar?

That will
never
work ...

I'm not so
sure about
that ...

No, but ...

We tried
that once
before ...

Idea Killers!

Session goals

- Provide tools for generative brainstorming
- Gain fresh insights into peer utilities' innovative customer-facing work
- Tap into others' creativity to generate ideas for your own customer-facing projects
- Leave with new ideas, new contacts at peer utilities, and an exercise to bring home

Sharing your innovative customer-facing projects

1. Split tables down the middle, into groups of approximately five people
2. Take out your innovative project write-up from the end of the previous session

Sharing your innovative customer-facing projects

One-by-one, take about five minutes each and discuss:

- Project attributes, what it is, how it works
- Value proposition to customers
- Why you like it
- Why you think customers (will) like it
- Why you think it's innovative
- How it's being presented to customers (messaging, framing, etc.)
- Answer any questions

You have 30 minutes

**Time to provide fresh ideas
on each other's projects!**

Move past idea killers ...

~~That will
never
work ...~~

~~I'm not so
sure about
that ...~~

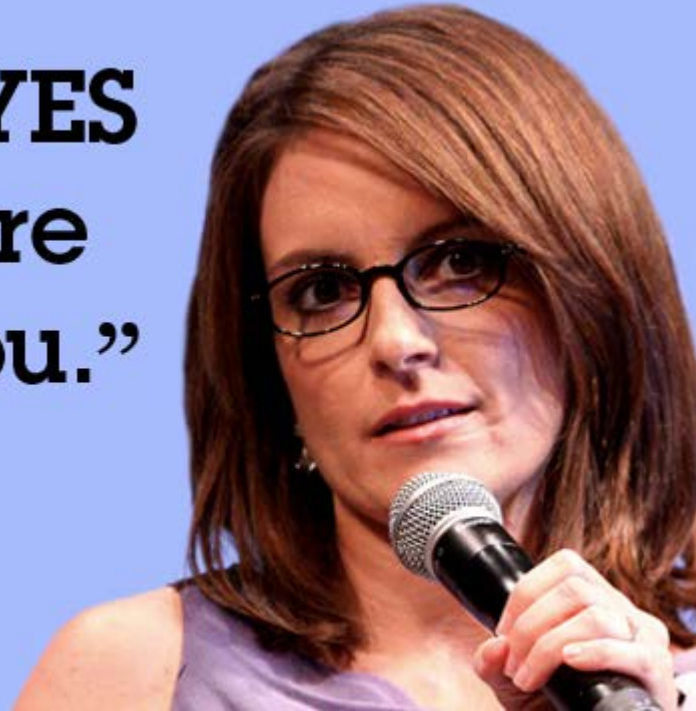
~~No, but ...~~

~~We tried
that once
before ...~~

By saying “Yes, and ...”

**“Start with a YES
and see where
that takes you.”**

Tina Fey
Rules of Improv



Source: ImprovBlawg

Why use “Yes, and ...”?

- Forces listening
- Values others’ ideas
- Adds to the discussion instead of detracts from it
- Encourages creativity and collaboration
- Fosters innovative mind-set
- Pushes people to think big

Building on each other's projects

- Pass your project write-up to the teammate on your left
- Spend *2 minutes* building on their concept, using the “yes, and ...” technique and adding your ideas to their project
- Clearly and succinctly write down your new ideas so the original owner can understand them
- Pass the paper to the left again and repeat the process until it gets back to the originator
- ***Don't repeat others' ideas; write down new, additional ideas!***

You have 15 minutes

Example “Yes, and ...”

Person 1: My new service works on building trust with small businesses by providing a direct phone line to segment-specific representatives who are energy experts within that segment.

Person 2: Yes, and let’s offer up a quarterly proactive email and phone call to customers in that segment.

Person 3: Yes, and we can provide an annual “energy health” report outlining how they performed compared to last year and similar businesses.

Consider the E Source Design Imperatives

Residential

Engagement

Choice

Advisory

Reward

Localization

Small Business

Empathy

Trust

Simplicity

Productivity

Risk

Digest and clarify new ideas

- Read and digest the new ideas for your project
- Select one person to start and share your favorite **new** idea(s); ask clarifying questions about the other ideas (3 minutes per person)
- Make sure everyone has a chance to share
- Then, as a team, vote on ideas you think have greatest potential for success, which you'll share with the larger group

You have 20 minutes

**Take the “Yes, and ...”
exercise and your new
ideas back home!**



Reception and Dinner at Miel

5:30–7:00 p.m.

Located on the 1st floor