

Do Something Different
**Innovate Now
Programme**

Theoretical background to the programme

Growth cannot happen without innovation, so the future of most businesses depends on having creative and innovative people. This ability is often regarded as a special gift bestowed on a few 'creative minds'. But everyone can innovate. There are people who come up with new and unique ideas all the time. People who are good at making connections between seemingly unrelated concepts. Those who know intuitively when to reject old solutions from the past and adopt a fresh approach. Scientific research now shows that these abilities can be nurtured in everyone. By helping people practice getting out of their comfort zone. By allowing them to get comfortable with failure, so they swiftly move on until they hit on a better way. By nurturing their creative talents every day, whether it's in their approach to solving problems, to improving process, to serving the customer or coming up with strategy. All of this involves helping people break free from old habits and resisting the tendency to revert to these when working under pressure. Most importantly it's about helping people get the ideas out of their dream space and into the workplace. Not just to think innovatively but to follow-through in a practical way that makes a positive difference. This programme is about fostering the behaviours that inspire innovation, turning the best ideas into reality and driving them forward. The programme breaks down the process of innovation into a number of small actions that can be put into practice on a daily basis, one Do at a time.

How the Do Something Different Innovate Now programme works

1. The pillars underlying the programme:

- **TUNING IN**
- **EMPATHY**
- **CURIOSITY**
- **EMBRACING FAILURE/RESILIENCE**
- **BRAVERY**
- **PASSION/PLAY**
- **COLLABORATION/RELATIONSHIPS**
- **TOLERATION OF AMBIGUITY**
- **NURTURING/ALLOWING IN**
- **ACTION/MOMENTUM**

2. Benchmarking and profiling every individual at sign-up

A simple sign-up process on-line takes just 10-15 minutes. During this time the individual undertakes behavioural profiling, answers questions relating to their existing habits and innovation behaviours (below) and about their general wellbeing. Engaging animations/ videos introduce the person to the background behind Do Something Different, informing about the programme they will be doing and how it all works

How often do you

- quieten your mind and listen to your intuition when making choices?
- make an effort to really understand your customers' reality?
- go out of your way to learn new things or get new perspectives?
- view mistakes and failures as a learning opportunity?
- speak up and challenge the status quo?
- forget time because you're so engrossed in what you're doing?
- get a sense of excitement thinking about work?
- give something the go-ahead without needing to know the outcome?
- share your struggle in solving a problem?
- see the potential (beyond flaws and risks) when presented with new ideas?
- naturally draw in and consult others to help evolve your thinking around ideas and projects?
- take the initiative to turn an idea into action?

These questions are answered online using a slider that can be moved from Never to A Lot. (see example screenshot below).

The screenshot shows a web interface for a questionnaire titled "How often do you...?". The interface is part of a larger system by NixonMcInnes and "Do Something Different". At the top, there's a navigation bar with a logo and a user greeting "Welcome Paul Bunkham" with a "Log out" button. Below the navigation bar, a progress indicator shows six steps: 1 Welcome, 2 About You, 3 Behaviours, 4 Habits (current step), 5 Wellbeing, and 6 Your Do's. The main heading is "How often do you...?". Below this, instructions state: "Move each slider to indicate how often you do the following things. Please be honest, there are no wrong or right answers - just tell us how it is for you." A green text prompt says "Not sure how to answer?". The questionnaire consists of eight items, each with a horizontal slider ranging from "Never" to "A lot":

- Challenge the status quo in an attempt to make improvements?
- Proactively look for ways to improve yourself?
- Go out of your way to make others feel good?
- Keep your feelings under control when faced with challenging people or situations?
- Expect a positive outcome when faced with a new challenge?
- Make a real effort to tune into how others are feeling?
- Adjust your behaviour depending on who you are with?
- Experience surprise at how you react to certain situations?

At the bottom of the questionnaire, there are two green buttons: "Back" and "Next".

3. The unique programme of behavioural prompts (Do's) based on the person's answers to the diagnostic questions

After completing the diagnostic questions each person's unique programme is created by our system. For each habit question, for example, there are three alternative 'Do's' tailored to the different development needs of individuals. The appropriate ones, based on profiling, are delivered over three weeks by email, app and/or text.

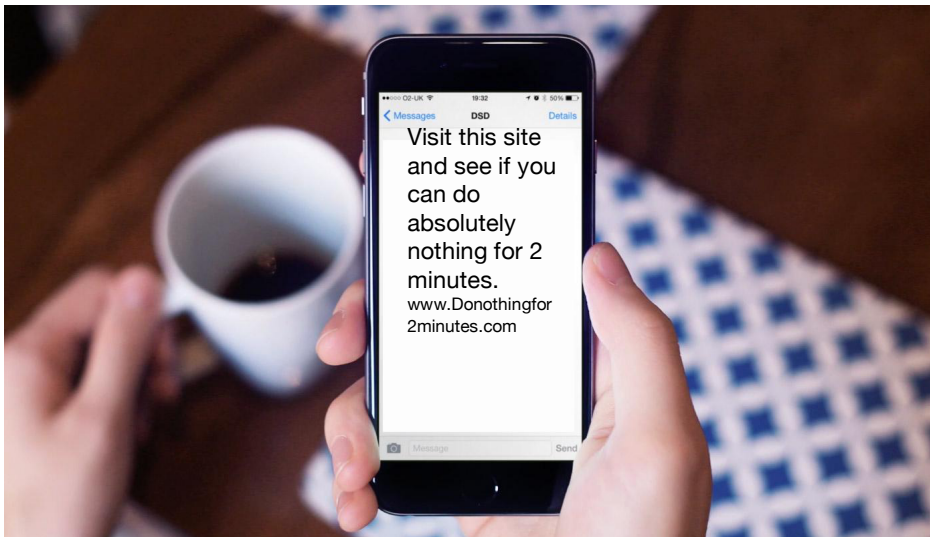
For example:

How often do you:	NEVER	SOMETIMES	A LOT
share your struggle in solving a problem?	Own Up to a Struggle. Today tell others about one thing you're stuck on. Invite comment, help or words of encouragement.	The best ideas happen in the breaks. Bounce an idea around with someone in your break today. Try starting with: "I've been mulling something over, maybe you can help...?"	Ask the Family. Invite the youngest or newest members of your family, team, friendship group or online network to help you solve a problem you're stuck on.

Do's are also sent based on the individual's personality profile, targeting where they need to expand their behavioural flexibility.

4. On-going motivational messages and support

Throughout their programme, as well as Do's, the person receives regular motivational messages, as well as links to useful resources and downloads.



The simple steps to doing something different



Do Something Different was developed by psychologists Professor Ben (C) Fletcher and Professor Karen Pine, whose research shows that most people's everyday behaviours are automatic, driven by habit and context, not by rational decisions. In attempting to understand and resolve the barriers that prevent people changing Do Something Different takes account of the limitations of the human mind revealed by behavioural science. This involves understanding how to influence people's automatic choices and break habits to produce beneficial outcomes, both for the individual and for society generally.

dsd.me
info@dsd.me
[@onedoatatime](https://twitter.com/onedoatatime)

© Do Something Different 2016



www.dsd.me