

# HCMA Innovation Workshop Session Results

By Timothy P. Sullivan

The HCMA sponsored the *From Creativity to Innovation* Workshop at the annual conference to help members learn how to apply innovation in their jobs and beyond. Participants experienced an inspiring introductory workshop session that featured the leading system for producing breakthroughs, *BIG IDEA GROWTH*. The workshop provided people with an exciting way to explore key issues, learn innovation and become more confident innovators.

Innovation is recognized as the leading method of driving growth. Yet, it is frequently misunderstood. The Innovation Workshop provided participants with an introduction to leading innovation practices, knowledge and powerful techniques. Participants were open to the outcomes of the exercises as they participated in growing *BIG* ideas.

Participants received a renewed sense of optimism about the possibilities for healthcare communication and marketing as they previewed a community dialog space built around a core issue. These types of initiatives hold promise as they engage stakeholders in innovation. This kind of Innovation excellence is achieved by integrating talent, tools, techniques, thinking, thought leaders, trust and timing in an open forum. This is a path for *BIG IDEA GROWTH* that we followed in the Workshop.

## Session Overview

The Innovation Workshop was designed to introduce primary knowledge required for one to be successful in innovation including purpose, definition, conversation, responsibility, measurement and honesty. The primary Workshop goals were to:

- Highlight a framework for innovation success and introduce powerful new concepts
- Present innovation leadership criteria and provide hands-on experience in producing results
- Cover successful marketing and communication innovation examples

These goals emerged into an understanding that *BIG* ideas need to be nurtured. This nurturing of ideas is essential for driving growth through *BIG* ideas. Giving all ideas proper deliberation is the key.

## Session Objectives

Defining purpose is the first step towards a successful innovation session. Our purpose was to introduce participants to a new way of thinking *BIG*. People want breakthroughs and we designed the Workshop to facilitate new findings. One way to measure breakthroughs is through a feeling of mutual accomplishment. Together - we think better. Better means higher quality thinking and ways of doing things. This sense of mutual accomplishment that allowed participants to learn:

- Why Creativity is Needed in Innovation
- How Innovation Learning Drives Growth
- How Innovation Transforms Marketing and Communication

Our goal was to help participants realize the true power of innovation. Participants even physically measured the power of their ideas using kinesiology during an experiential exercise. Overcoming obstacles to growth begins with an open mind. Ideas flow to those open to them. Results from the session mirrored the participants' willingness to explore new and *BIG* ideas. Harnessing innovation requires the capability to involve all relevant stakeholders and all participants were engaged.

## Session Outcomes

Participants ended the session thinking and talking about the next steps they would take to bring innovation to their organizations. They wanted to share the concepts they learned with peers and prepare for more meaningful conversation about innovation. The following outcomes highlight the power of the Innovation Workshop session.

1. Participants identified **78** issues commonly faced by healthcare communication and marketing
2. Participants conversationally identified **55** ways to help mitigate common issues
3. Participants identified **32** ideas they could use to apply workshop learnings in their organizations
4. Participants engaged in conversation to collaborate on ideas
5. Participants demonstrated a willingness to share ideas for the greater good
6. Participants previewed a new method of enabling powerful conversation around the core issue facing their brand
7. Participants received instruction on how to use the *BIG IDEA GROWTH Initiator* tool to grow ideas
8. Overall, participants learned how to be responsible for growing *BIG* ideas to drive innovation success



For a limited time only, we are holding 1 Day Innovation Workshops for **only \$695 per person\***.

Understand how much breakthroughs on a key issues are worth and you'll see how easily the workshop can pay for itself.

To get started contact Tim Sullivan at **1-847-293-9090** or by email at [tim.p.sullivan@unleashbuzz.com](mailto:tim.p.sullivan@unleashbuzz.com).

Please visit [www.HealthcareBigIdeaGrowth.com](http://www.HealthcareBigIdeaGrowth.com) and join the conversation on *BIG* ideas in Healthcare.

\* minimum 10 people in the continental US. Does not include travel-related expenses or workshop materials.