

Innovative Thinking: Creative Disruption Strategies with Cara Macklin

Have you dreamt of breaking new ground in a market or industry? Do you ever think of ways or techniques to improve workflow and processes? Is your goal a combination of increased employee productivity and healthier workplace culture? If your answer to any of these questions is a resounding 'yes', then you may have the creative disruption mindset.

In this episode of the Ambitious Entrepreneur Show, Cara Macklin talks about creating a culture of ideation and innovative thinking. She explains the importance of taking a step back from traditional practices. Instead, we should look for opportunities to find ideas and innovations from every angle, whether from the customer base or the employees themselves. Moreover, the value of new ideas shouldn't be weighted by an individual's rank or role, which means that the culture of many industries has to change.

In this workbook, we delve deeper into Cara's essential insights from the episode. Apply your experiences and thoughts and uncover potential strategies and techniques to unlock that disruptive mindset.

QUOTE TO REMEMBER

'I certainly didn't predict COVID, but I did believe that the future of business was going to be extremely volatile, and extremely uncertain, extremely disruptive. And I wish I could tell your listeners any difference, but I don't believe it's going to be any different.'

Activity: Becoming Agile

I. Explain

Expound on certain points of information discussed in the interview.

A. How can the 80-20 rule benefit you and your company?

B. Meaningful change needs a mentality of thinking beyond traditional or tested methods of implementing certain projects and activities. However, you must be able to maintain a balance between exploring new options and adhering to

II. Application

Assess the scenarios below and try to relate them to your personal experiences.

- A. A leader must practice what they preach if their goal is to create a culture of fresh ideas and innovative techniques. If you are currently in a leadership position, how can you ensure that you create an environment of ideation and new thinking?

- B. A critical factor that employers or business owners have possibly overlooked is employee recognition, which can be as minor as patting your team on the back for a job well done or as major as handing out certificates and incentives for top performers. How would you make sure that your employees' hard work and sacrifices are recognised? What unique ways have you experienced that made you satisfied with the company you are in?

- C. Human behaviour and consumer psychology have changed as a result of the pandemic. Furthermore, everyone was forced to transition to digital space. Online platforms are the future, both personally and professionally. In this regard, what significant sacrifices did you have to make to ensure that you were not left behind? Were they worth it?

- D. The problem with industry experts is they fail to see opportunities outside of their respective industries' standard practices and procedures. This is a hindrance to what Cara identified as creative disruption. If you were a consultant, how would you approach the market giants and pitch to them that there are certain areas in their work processes that may need slight improvements or even major overhauls?

- E. It is easy to claim that a culture of exchanging ideas and innovative techniques is a must. Actually creating the policy and structure for it isn't so easy though. If you had to shift an organisation's culture to a collaborative zone of new ideas and processes, how would you do it?

How You'll Learn from the Activity

This activity is created to test your ability to be open to change and innovation. Each question challenges you to think of new ways to overcome the problems posed by the status quo.

It is of great importance to have a disruptive mindset warmed up and ready to deploy in this age. Be the person with new ideas. Be the person who creates an environment where thoughts and opinions for meaningful and greater change are welcome. Be better.