

D.i.Y. Innovation

Presenter:

Sekou Andrews

OVERVIEW

Sekou presented his talk, D.i.Y Innovation. As companies large and small grapple with how to face disruption and inspire a culture of innovation, this keynote explored innovating from within first. Sekou offered a creative perspective on embracing failure, encouraging unconventional thinking and being the kind of leader who walks your innovation talk.

KEY FINDINGS

- **Business evolution starts with innovation, adaptation and collaborations.** Innovation with a small “I”—small incremental shifts that lead to transformation via personal disruption. If you want to stop being disrupted by someone else, disrupt yourself.
- **Disruption is rude and relentless and does not raise its hand.** It doesn’t give a heads up. You may not know it has come for you until it is done with you. Get comfortable with being uncomfortable.
- **Consumers are changing the game.** They are making what they want clear. It is a made-to-order life now.
- **You need to “Tom Hanks in Big” yourself...** The toy company in the movie allowed innovation and tech to distract them from their purpose—don’t allow tech to transform your purpose. Raise your hand and say, “I don’t get it.”
- **Turn your messages into more powerful ROI—return on inspiration.** Use a unique approach to reach people in an unexpected way. Create a moment of wonderment for the audience to lean in. Humanize yourself.

“Leaders are always trying to talk, learn and create a culture of innovation. The challenge is not talking about it. The challenge is encouraging your people to try the lime green cat suit. You need to talk it and walk it.”

“HGTV your innovation. Take an innovation selfie. Do it yourself. Innovation starts with you.”

“The more noise there is, the more creative we need to be to reach the audience.”

“Take the risk in order to evolve. Be ok with your discomfort—that is how growth happens.”

“You can’t blaze the trail if you are afraid to fail.”

“You win some, you learn some. Create a safe space to fail forward.”

“The world never truly gets it until you show them.”