

Building of Sandcastles

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hierarchy has disappeared.

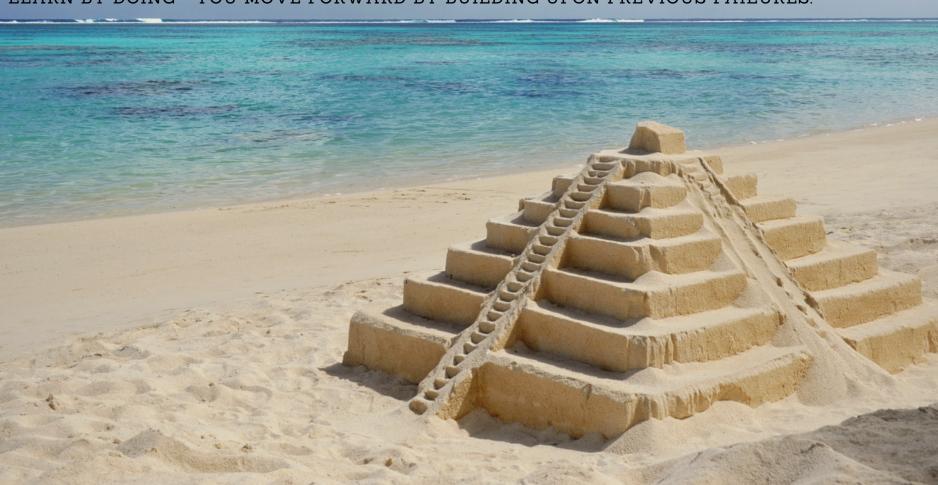
THERE ISN'T A BOSS, A REPORTING STRUCTURE, OR ANYTHING ELSE THAT CAN CAUSE ORGANIZATIONAL SCLEROSIS. PEOPLE JUST PITCH IN AND DO WHAT NEEDS TO BE DONE. THE LACK OF A HIERARCHY IS IMPLICIT TO MOST SUCCESSFUL TEAMS!



ANYONE CAN BUILD A SANDCASTLE. THERE ARE NO RULES OR PRECONCEIVED NOTIONS, OTHER THAN SOME SAND AND WATER. THE SAME THINKING SHOULD DRIVE CORPORATE INNOVATION EFFORTS. MAKE DO WITH WHAT YOU'VE GOT AND WHAT YOU CAN FIND, AND USE CREATIVITY AS YOUR MAIN ASSET - YOU JUST NEED TO KNOW HOW TO LET IT OUT!

iterative attempts defines success.

IF IT DOESN'T WORK THE FIRST TIME, DO IT AGAIN: IT'S INEVITABLE THAT A ROGUE WAVE WILL DESTROY YOUR WORK. THIS ONLY ENCOURAGES YOU TO FIX THE DESIGN OR REBUILD IT ALTOGETHER. SETBACKS ARE MEANINGLESS, AND INDEED, ARE PART OF THE PLAN. YOU LEARN BY DOING - YOU MOVE FORWARD BY BUILDING UPON PREVIOUS FAILURES.



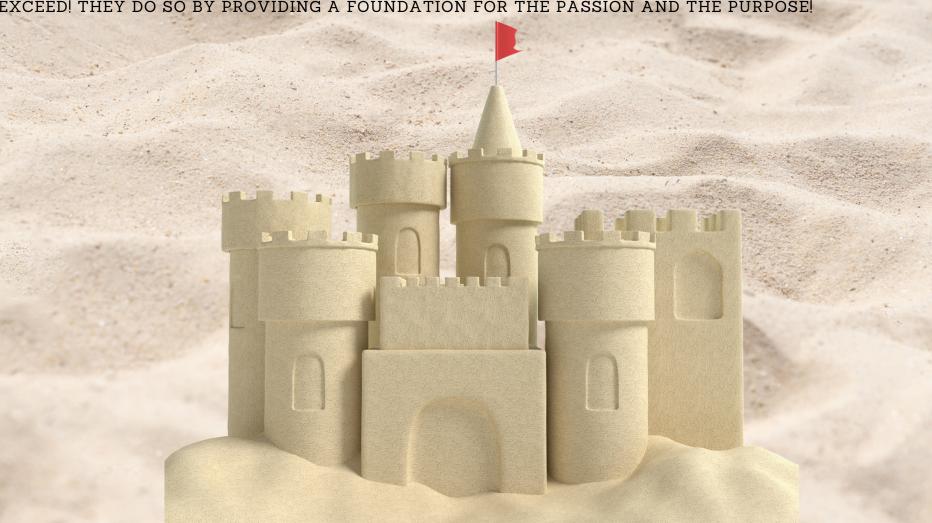


Experience doesn't cloud insight

PARENTS LISTEN TO KIDS, KIDS GET BORED AND MOVE ON TO ANOTHER RAMPART AND DO SOMETHING AWESOME. THE KEY TO SANDCASTLE BUILDING IS THE COMBINED INSIGHT OF SEVERAL DIFFERENT GENERATIONS: LIKELY ONE OF THE MOST IMPORTANT FOUNDATIONS FOR SUCCESS IN CORPORATE INNOVATION TODAY. ESTABLISH GENERATIONAL COLLABORATION FOR THE WIN!

Everyone picks up on the passion.

PEOPLE JUST JOIN IN AND HELP TO BUILD. EVENTUALLY, BEACH NEIGHBORS JOIN IN, AND THE GROWING CASTLE BECOMES A BIG COLLABORATIVE EFFORT. ORGANIZATIONS THAT CAN BUILD SIMILAR LEVELS OF INTEREST IN THE CONCEPT OF INNOVATION DON'T SIMPLY SUCCEED: THEY EXCEED! THEY DO SO BY PROVIDING A FOUNDATION FOR THE PASSION AND THE PURPOSE!



Feedback is instant.

YOU KNOW RIGHT AWAY HOW WELL YOUR DESIGN WORKS, PARTICULARLY IF IT IS AT THE WATER'S EDGE SINCE EVERYONE WILL MAKE A COMMENT ON IT AS THEY WALK BY. THAT PARALLELS THE INSTANTANEITY OF TODAY'S MARKETS: THINGS ARE CHANGING SO FAST, THAT YOU MUST HAVE A CONSTANT EAR TUNED IN TO UNDERSTAND WHAT YOUR CUSTOMERS ARE TELLING YOU.



Competition is easily scoped.

NEED NEW IDEAS? SPEND A FEW MINUTES WALKING THE BEACH AND CHECK OUT THE OTHER SANDCASTLES. STUDY THEIR DESIGN AND THEIR ASSUMPTIONS, AND SEE HOW YOU CAN IMPROVE UPON THEM. DO THE SAME IN THE CORPORATE WORLD: LEARN FROM YOUR COMPETITION INSTEAD OF HIDING FROM THEM.



No idea is too dumb

THERE'S NOT A LOT OF CRITICISM IN THE BUILDING OF SANDCASTLES. ANY IDEA IS WELCOME. PEOPLE CAN CONTRIBUTE THE SKILLS THEY HAVE. EVERYONE IS A DESIGNER, A BUILDER AND AN OWNER. SOMEHOW THE COMBINATION JUST WORKS. DO THE SAME IN THE CORPORATE WORLD!



The Reward is Clear!

AT THE END OF THE DAY, A GREAT SANDCASTLE PROVIDES A SENSE OF ACCOMPLISHMENT. PHOTOS ARE TAKEN, AND THE TEAM TALKS ABOUT THE EXPERIENCE. THAT'S WHY EVERY INNOVATION EFFORT NEEDS TO BE CELEBRATED, HIGHLIGHTED, AND CHAMPIONED INTO THE CORPORATE RECORD!







FUTURIST JIM CARROLL INSPIRES COMPANIES TO FIND THEIR INNER CREATIVITY. HE THINKS DIFFERENTLY. YOU SHOULD TOO.

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