




Welcome

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**Creating a  
Culture of  
Innovation**

## About Your Speakers

Brynn Frazier, CPRP

- Recreation Supervisor
- 2 Master's Degrees
- Inaugural Innovation Team



## About Your Speakers

Felicia Donnelly, AICP

- Assistant City Manager
- FRPA President
- Master's Degree in Urban and Regional Planning
- Innovation Team Administrator



## Learning Objectives

- Identify why an Innovation Team can benefit your organization
- Understand how the City of Oldsmar implemented an Innovation Team
- Identify tools to bring an Innovation Team to your agency



## What is Innovation?

# Worksheet Question 1



## What is Innovation?

Innovation is a changed process, approach, product or service that is new to you or your organization and produces better results that are valued.

... Innovation, at its core, is about making things better in ways that are useful and valuable to people.



## Why Create an Innovation Team?

# Worksheet Question 2



# Why Create an Innovation Team?



# Training Opportunities



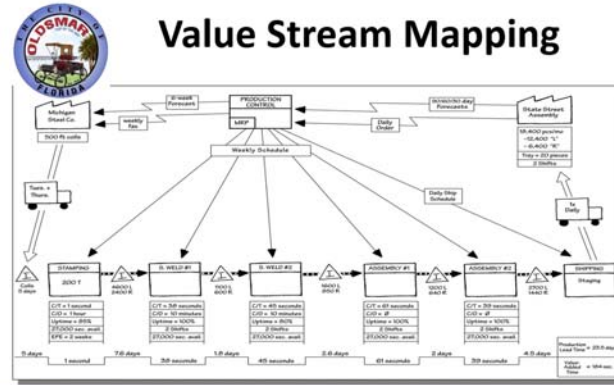
## Organizational Orientation



## Lean Organization

- The customer is at the top.
- Teamwork – focused on the process and common goal to support the customer.
- Supported by leadership.
- Everyone is focused on the customer or supporting the customer.
- Goals are aligned rather than conflicting.

# Training Opportunities



**Value Stream** – The specific activities required to design, order, and provide a specific product or service, from concept to launch, order to delivery, and into the hands of the customer. - *Lean Thinking, Womack and Jones*

# Training Opportunities



## Why Create an Innovation Team?



## Why Create an Innovation Team?

“Oldsmar’s Innovation Team provided an avenue to express my ideas and embrace the creativity of others.”

“Being a part of the Innovation Team gave me the opportunity to work alongside a number of people ... I walked away feeling a greater sense of community and belonging here, having now formed new relationships. It was also incredibly rewarding to be a part of something that helps to make Oldsmar a better place to work, play and live.”



## Why Create an Innovation Team?

“Innovation is a cornerstone of public service. Being a part of the Innovation Team made me appreciate that strategic process more and was very rewarding. I got to work with a lot of employees I normally wouldn’t.”

“I am thankful for the extensive training mastered during the team training. Additionally, the opportunity to collaborate with employees outside my department was an invaluable experience and will help support my continuing work in the City.”



## Why Create an Innovation Team?

- Competitive edge
- Financial benefits
- Programming initiatives



# WHY?



# Why Create an Innovation Team?

**COOL STUFF!**

*Awesome*



# How the City of Oldsmar Did It

- City Manager driven
- Application process
- Selection process
- Training



## How the City of Oldsmar Did It

- Team ground rules
  - Leave your position title outside the room
  - All ideas are welcome. Let others express their ideas
  - Brainstorm with the team for new ideas or solutions. Assume all things are possible.



## How the City of Oldsmar Did It

- Team ground rules
  - Benchmark. Do not reinvent the wheel. Use analogy whenever possible.
  - Manage the time for each event carefully
  - Avoid side conversations
  - Have a Parking Lot available



# How the City of Oldsmar Did It

- Team ground rules
  - The Power of Teams: Have a commitment to a common approach to working together



# How the City of Oldsmar Did It

## Innovation Team Engagement Interview Framework

Pre-Interview	
Step 1	Ask to meet employee in person; if using email for initial contact, CC the employee's supervisor/department director
Step 2	Explain the purpose of the meeting & keep it positive
Step 3	Plan for 15-30 minutes and meet in a neutral place (break room, park, in the field, etc)
At The Interview: Set The Stage	
Step 4	Introduce the Innovation team's purpose and the intent of the meeting
Step 5	Assure job security and encourage input for the basis of improvements
Step 6	Let employee know they could be recognized for their ideas, but that their input can also be anonymous if it makes them more comfortable.

Questions for City Employee: Step 7	
Question 1:	Tell me about your role and what you do at the City?
Question 2:	What works well in your role? What do you like about the job?
Question 3:	What are some challenges you face? Is there a process or procedure that needs to be improved in your role? What ideas do you have to improve your daily duties?



# City of Oldsmar Projects

- First list of project ideas
- Team break down
  - 10-15 is a manageable team



# City of Oldsmar Projects



# City of Oldsmar Projects



# City of Oldsmar Projects



My Work Orders

Work Order Number	Location	App. Code	Type	Status	Date	Description	Responser	
2019001077	BECKLATION/	DWS ROOM	DESIGN	OPEN	04/18/2019	04/30/2019	Please create a	BRYNNA FRAZIER
2019001020	SPATE STREET CENTE	DWS FAC	OTHER	OPEN	04/22/2019	04/23/2019	Please measure	BRYNNA FRAZIER
2019001079	BECKLATION/	DWS ROOM	DESIGN	OPEN	04/18/2019	04/20/2019	Please create a	BRYNNA FRAZIER
2019001076	BECKLATION/	DWS IT	RECYCLE	OPEN	04/18/2019	04/19/2019	Please schedule	BRYNNA FRAZIER
2019001044	IMPRESS FOREST REC'DWS FAC	OTHER		CLOSED	04/18/2019	04/18/2019	The dance room	BRYNNA FRAZIER
2019001040	SPATE STREET CENTE	DWS FAC	PLUMBING	CLOSED	04/17/2019	04/18/2019	Wkr's bathroom	BRYNNA FRAZIER
2019001037	IMPRESS FOREST REC'DWS FAC	ASSEMBLY		CLOSED	04/17/2019	04/18/2019	Please unattach	BRYNNA FRAZIER
2019001021	IMPRESS FOREST REC'DWS FAC	ELECT		CLOSED	04/17/2019	04/18/2019	The outlet for	BRYNNA FRAZIER
2019001020	SPATE STREET CENTE	DWS FAC	OTHER	CLOSED	04/17/2019	04/18/2019	The refrigerato	BRYNNA FRAZIER
2019001040	IMPRESS FOREST REC'DWS FAC	ASSEMBLY		CLOSED	04/17/2019	04/18/2019	Please put the	BRYNNA FRAZIER
2019001049	SPATE STREET CENTE	DWS FAC	ASSEMBLY	CLOSED	04/04/2019	04/05/2019	Please instal	BRYNNA FRAZIER
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2019001193	IMPRESS FOREST REC'DWS FAC	CARPET		CLOSED	03/26/2019	03/27/2019	Please repair it	BRYNNA FRAZIER
2019001192	IMPRESS FOREST REC'DWS FAC	OTHER		CLOSED	03/26/2019	03/27/2019	Please have cell	BRYNNA FRAZIER
2019001148	IMPRESS FOREST REC'DWS IT	INTERNET		CLOSED	03/22/2019	03/23/2019	Please loose th	BRYNNA FRAZIER

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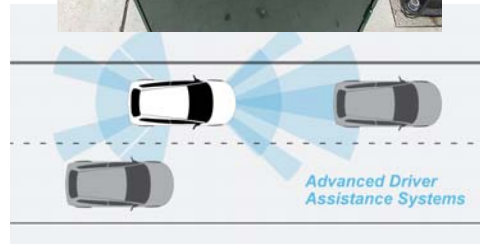
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# City of Oldsmar Projects



# City of Oldsmar Potential Projects



How You Can Do It Too!

# Worksheet Questions 3 & 4



How You Can Do It Too!

- Buy in from top management
- Define what innovation means to your organization
- Team recruitment
- Idea generation methodologies



# Challenges

# Worksheet Question 5

(It's on the back)



# Challenges





# Challenges



# Challenges



# Resources

- Synapse Summit
- Tampa Bay Inno
- Alliance for Innovation
- Daily Spark
- FRPA
- NRPA
- Collegiate leadership and speaker series



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FOR MORE INFORMATION ABOUT THE FLORIDA RECREATION AND PARK ASSOCIATION VISIT [FRPA.ORG](http://FRPA.ORG)