



Tell me Innovation Stories

Storytelling is a very effective way to learn and transmit culture. So we learn as children and find our identity in our family. Storytelling can also be a very effective way to generate change out of such an environment and launch into a more uncertain and ambiguous world.

A family environment meets our expectations and gives us satisfaction. When our environment falters, the expectations are not met and we tend to get frustrated. This frustration creates an energy that, well channeled, can help not only to adapt to change, but also influence it to create conditions that are more favorable to us. The story might go as follows.

"Once upon a time, there was a happy world in which the Company grew and the employees enjoyed their work, proud to belong to that Company. But one day a new item on the market appeared and the situation changed abruptly. The Company stopped growing, the process became more complicated and tedious and personal relationships were tense.

It was obvious that they could not continue this way long so they decided to jump on the bandwagon and take advantage of the situation. If you had been the best before why would not remain the best later."

Every change brings associated three phases: the end of something well-known, the uncertainty of change and the beginning of something new. Stories can help us to say goodbye to the past, shorten the confusion as much as possible and start something motivating and exciting.



Ideas got shot (Wheel)

We remind you that this month you will find on our website a new video of our friends **Digital Thinking Heads**. Thank you for sharing knowledge with all of us! (This month available only in Spanish)

Antonio Nuñez – Story Telling en las tres fases de innovación

Likewise, **and only from May 1 to June 8, THD** shows in their page www.thdigital.com our friend **Jay Rao** video: **How to Lead Innovation in the 21st Century**. Do not miss it!!

