

TOP 50 NEWSGRAM

Jan-Feb 2012



CPPD'S "iDay"

Inspiration + Imagination = Innovation



When dealing with budget cuts and declining end strength levels, many organizations hunker down and do what comes most natural to them - maintain the status quo. Looking out beyond the boundaries of perceived safety has become a lost talent.

At NETC's Center for Personal and Professional Development, their commanding officer takes a different approach. Captain Chuck Hollingsworth sees this environment as an opportunity to bring out new ideas from the very people who will be positively affected by them - employees who have been in recent operational environments and have ideas on how to make things better. The suggested improvements might cost, or they might result in cost savings, but they are offered to make work environments more supportive of the Sailor. He and his leadership team began this with a simple initiative.

Taken from a combination of two well known "ideation" generation strategies, Atlassian's "FEDEX Day" and Price Waterhouse Cooper's "Power Pitch" (see tools and resources section), they invited members of the command to participate in iDay." iDay refers to an organization setting aside a day for members or employees to develop innovative ideas through inspiration and imagination to improve the organization. Teams of two-three employees took an afternoon away from the office to come up with ideas that might "better CPPD or the Navy." His only restriction was that the idea had to be loosely connected to one of this command's products or processes. Several cross functional teams signed up in advance with a topic and each idea was presented directly to the command's leadership in a five-minute "pitch." No PowerPoint presentations were allowed; only an oral presentation with use of a flip chart, if desired. *(Continued on next page)*



Awards Corner

Upcoming Awards	Deadline to NIZ	Submission Deadline	Expected Notification
Best Places to Work-San Diego	N/A	13 Apr 2012	Jun 2012
Alfred P. Sloan Award For Business Excellence In Workplace Flexibility	16 Mar 2012	16 Apr 2012	Sep 2012
C. Everett Koop National Health Award	N/A	25 May 2012	Sep 2012

For a complete list of awards received to-date visit:

<http://www.public.navy.mil/bupers-npc/organization/bupers/Top50/Pages/AwardsToDate.aspx>

CPPD's iDay

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"We had 38 people participate, and twelve very creative ideas (some with multiple sub-ideas) were developed on a very compressed schedule," says Stuart Rivers, one of the event coordinators.

"To get this level of participation, several things had to be done. We needed to get 'buy-in,'" says Hollingsworth. "We did this by providing the command some background videos and articles. We got supervisor support, which ensured an uninterrupted afternoon to germinate ideas, and we 'prepared the battle space' by letting everyone know that failure was acceptable."

All generated ideas were forwarded to the command's Executive Steering Committee and rated independently via a standardized form in four categories: "Parking Lot" (no action); "Develop via iDay" (idea has promise but keep working on it on your own time); "Feasibility Study" (willing to devote some work time to further investigate the idea); and "Action/Special Project" (make it happen).

"We're going to do this once every quarter," says Hollingsworth.

While the only incentive the command gave participants was coffee, snacks, and the commanding officer's personal note of appreciation, something else happened. The staff was excited and grateful to be empowered, involved, and presenting to the command. Continued Rivers, "This excitement should carry over into our next event and encourage even more participation. Involvement in ideas that become special projects may be another way we reward/recognize participants in the future."

One final question was posed to CAPT Hollingsworth before concluding the interview. "Do you think this exercise could have been done in an operational environment?" CPPD leadership went back to employees, many of whom had been in multiple operational environments prior to coming to CPPD, to find the answer - the response that came back was a resounding "Yes!"

Quote of the Month

"We have an enormous asset in our people, why would we restrict problem solving to 12 people around a boardroom table in the executive suite when we have 30,000 people in 78 offices around the country who could be helping us?"

- Mitra Best, PWC's U.S. Innovation Leader

Did You Know?

*In a 2011 Navy Total Force survey, only 51% of our enlisted force stated that leadership seeks and responds to suggestions and ideas.

*In that same survey, only 48% say that creativity and innovation were rewarded.

*According to Development Dimensions International's 2011 Global Leadership Forecast, which surveyed more than 14,000 people, only half of all HR professionals and leaders believe they have the creativity and innovation skills required to drive business success.

*In the FY 2012 Department of Labor budget, more than \$380M was set aside for a Workforce Innovation Fund to test new ideas .

War of 1812 Innovations

The War of 1812 saw many naval technological innovations that gave the United States an edge over the Royal Navy:

*the dense timbers used in construction of *USS Constitution* made her hull more resistant to gunfire.

*the design of the frigates with more and heavier guns, as well as better fabric quality in the sails enabled more agile and effective single-ship engagements and evasion when battling the Royal Navy.

A Letter from the Editor

In January, Secretary of Defense Leon Panetta unveiled details of a budget plan that slices half a trillion dollars in spending over the next 10 years and serves as a blueprint for the administration's vision of how America's military will change. A key underpinning of this change is in cost control and efficiency. Might benefits be weakened at a time when increased stressors could become commonplace? How will we then retain the quality we need to remain the world class Navy we are? Don't have the answer yourself? Not to worry, maybe we can get the answer in pieces - morsels that are gleaned from innovative ideas coming from the third class petty officer off of her first cruise, the bright-eyed lieutenant having just completed back-to-back deployments, or the millennial GS-7 who is trying to decide whether to make the government a career.

In a time of fiscal austerity, risk and innovative thought are sometimes squashed in favor of staying the steady course. If we do this, we will be reacting to - rather than planning for - the turn in the economy. In this edition of Top 50, we look at the innovative spirit of one command, Navy's Center for Personal and Professional Development. Recognizing that innovative thought rests within the minds of all command members, it conducted an iDay in which teams came up with ideas on how to better their command and the Navy. They collaborated, engaged, and produced. They were excited about their work. We will need more commands, both shore and sea, to encourage innovative thoughts and actions. The Top 50 program enters the Navy's fourth year with almost 60 awards under its belt in virtually all areas of workplace support. In 2012, we will glean innovative thought from individual units that is best practiced, make it available to other Navy organizations, and seek justly deserved recognition. The next quarterly awards NAVADMIN has award opportunities for every unit. Good luck!

One a final note; Mr. Wayne Wagner has moved on to new professional adventures. I will be taking the helm of the Top 50 initiative and will endeavor to match Wayne's passion and dedication for this most important initiative.

Warm Regards,

Christina Holden

Top 10...Lessons Learned from CPPD "iDAY"

1. In advance of the actual event ensure leadership understands the intent and goals of iDay. Get their "buy-in."
2. Get supervisor support for dedicated time to concentrate on the event.
3. Consider an "incubation period" of 3-4 weeks prior to the event. Have a bulletin board where ideas can be listed. Individuals can sign up to work on an idea of interest.
4. Prepare the battlespace. Get everyone to understand that failure is acceptable for iDay.

Execution Phase

5. We provided a quick overview of the process, how the event would be conducted, and guidelines.
6. This type of event can result in quality cross functional participation.
7. Recognition for participating - it was observed that staff were excited to be empowered, involved, and presenting to the command.
8. Allow all hands to listen to the outbriefs. No PowerPoint presentations. Five-minutes per team. In the future, we will also create a summary sheet on team membership and results.

Assessment Phase

9. We used an executive steering committee to place ideas into four categories - "parking lot," "develop via iDay," "feasibility study," or "action/special project."
10. Provide quality feedback. CO provided a thank you note to participants and explained how ideas will be assessed.



Points of Contact

CAPT Cathy Masar
Chief Strategist, NIZ
703-604-0316
catherine.masar@navy.mil

CDR Kathy Kesler
N1 Public Affairs Officer
703-604-3401
kathleen.kesler@navy.mil

Christina Holden
Navy Top 50 Initiative
703-604-3594
Top50@navy.mil

Award Spotlight

2012 Alfred P. Sloan Award for Business Excellence in Workplace Flexibility

Description: The application process takes place in two rounds. In the first round, employers apply by completing an online questionnaire about the flexibility programs and practices at their worksite. In the second, employers are invited to have their employees complete a questionnaire (approximately 15 minutes), that asks about their individual use of and experiences with flexibility and other aspects of an effective workplace, the supportiveness of their workplace culture, and whether they perceive any negative consequences for using flexibility at their workplace. A 40% response rate is required.

Criteria: Responses provided by the employer are measured against a nationally representative sample of employers, based on Families and Work Institute's ongoing National Study of Employers. Employers that rank among the top 20% of employers in the U.S., when compared with this national data, are selected as finalists and move on to round two. While one third of the final score depends on the employer's responses, two thirds of the score is determined by the employees' responses.

Past winners: Navy had 10 organizations win this award since we began to apply in 2010. Past winners have included: Center for Seabees and Facilities Engineering, Executive Transport Detachment Sigonella, Explosive Ordnance Disposal Training and Evaluation Unit Two, Naval Aviation Forecast Detachment, Sembach, Germany, Naval Education and Training Command, Naval Submarine Support Command, Navy Support Unit, Marine Corps Recruit Depot San Diego, Fleet Air Reconnaissance Squadron Two, Patrol Squadron Five, and Recruit Training Command, Great Lakes.

Application deadline: The deadline has been changed by the sponsor since the publication of NAVADMIN 027/12. All applications are due by April 16th. If an N1 activity we ask that each command make this office aware of your intention to submit an application (employer survey) prior to submission.

Tools and Resources

1. Daniel Pink's video on Innovation:

<http://www.youtube.com/watch?v=u6XAPnuFjJc>

2. Just what IS Fedex Day?

<http://blogs.atlassian.com/2010/11/fedex-day-in-the-wild/>

3. Serendipity Day at NPR

<http://www.niemanlab.org/2011/08/npr-tries-something-new-a-day-to-let-managers-step-away-and-developers-play/>

4. Driving Innovation and Entrepreneurial Spirit: 5 Lessons from PWC

Written by Great Places to Work

[www.greatplacetowork.com/.../PwC - 5 Lessons to Drive Innovation.pdf -Cached-Similar](http://www.greatplacetowork.com/.../PwC-5-Lessons-to-Drive-Innovation.pdf-Cached-Similar)

