

How you can be more creative and innovative.....

Lucy Gower

Wednesday 26 November



Creativity





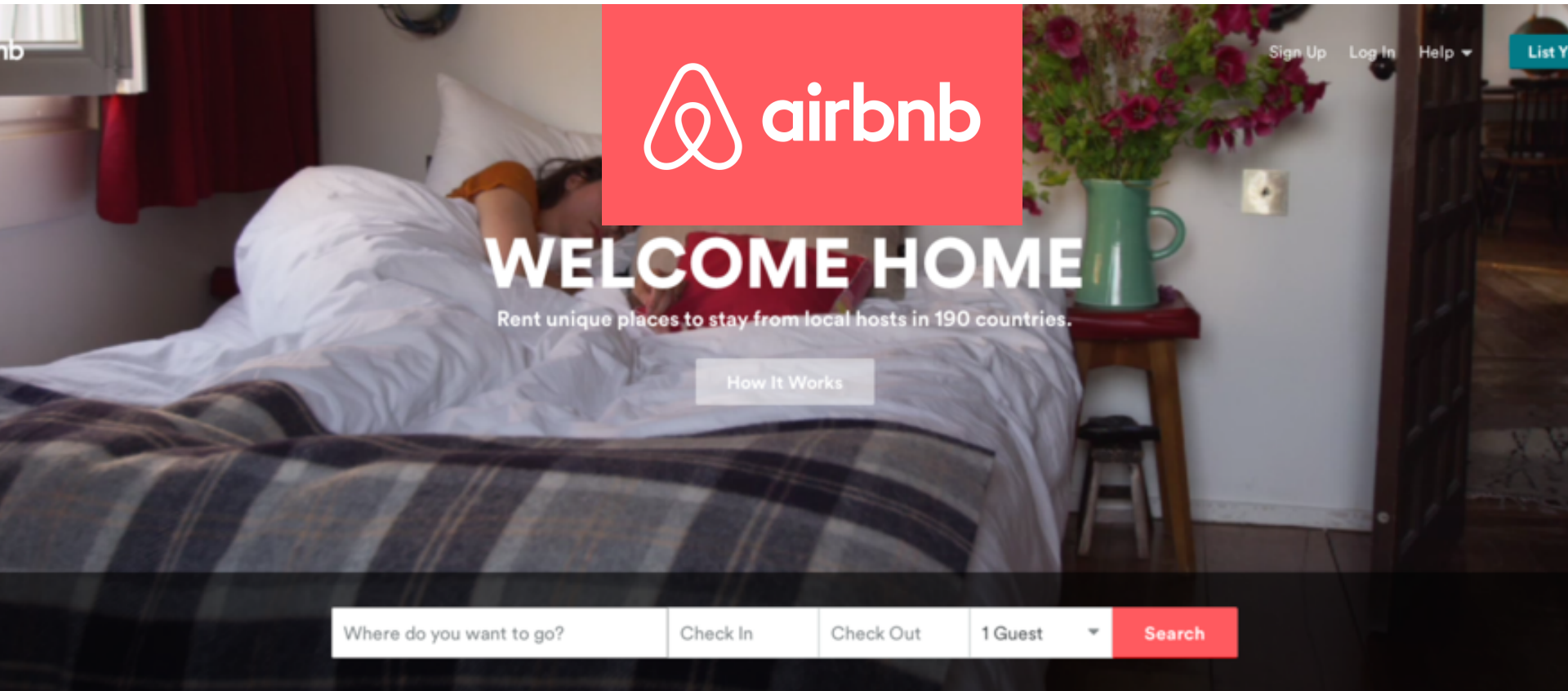
Innovation

A crumpled blue paper ball sits on a sketchbook page. The page is filled with faint pencil sketches, including a lightbulb and various lines. A blue horizontal bar is positioned above the paper ball.

What is innovation?

**“What you do differently to achieve
your mission”**





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Goodbye Old Friend

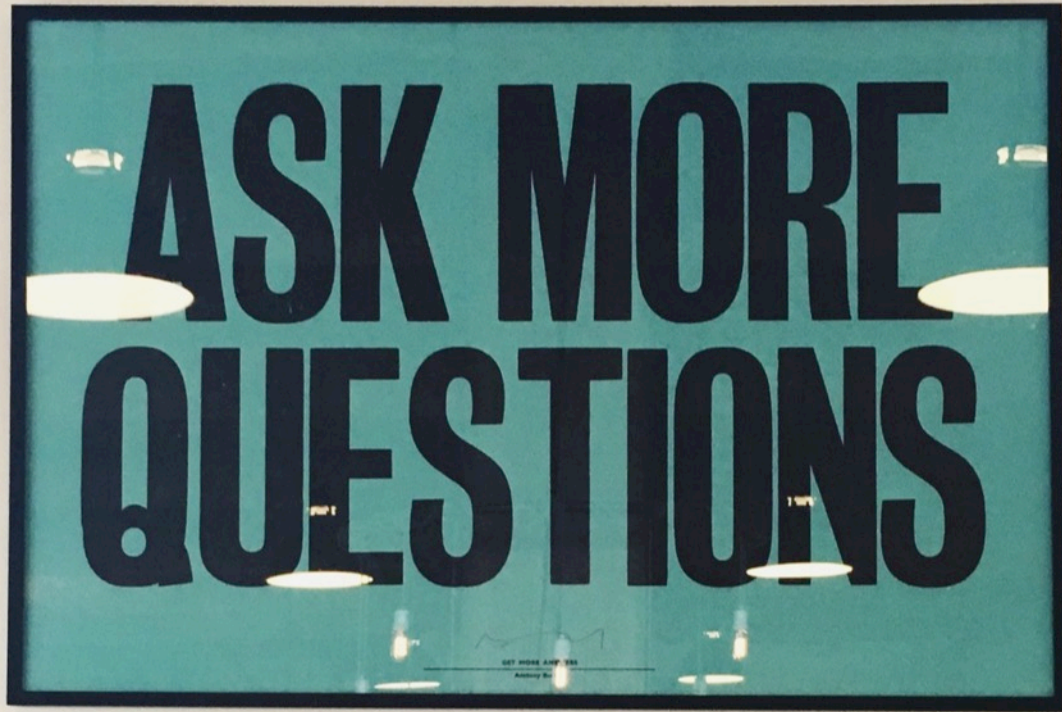


Top 7 tips for innovation muscles



Start with why





Delight your audience



“We asked donors why they supported the charity, we asked the charity why they thought their donors supported them.

None of the answers were the same.”

Charlie Hulme, Donor Voice



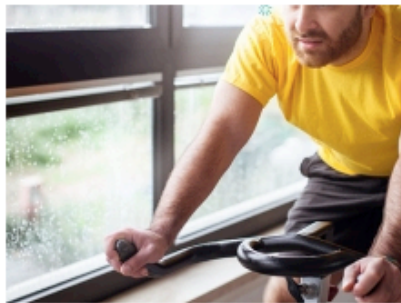
ideas.lego.com



Cystic Fibrosis the reason we hack



Challenges



CHALLENGE

How can we best encourage people with cystic fibrosis to be more active?

It's time to put your creative hats on! Let's design an activity resource for people with CF, their families and friends. It could be paper-based like a book or leaflet or digital like a video or social media channel. Who else could use it? What could be in it and how would people find it and use it? We also want to establish partnerships with organisations like gyms, sports clubs and those who teach activity classes so maybe they have a role? Finally, we want to inspire innovative ways to fundraise that are related to sports and activities, so how could these materials help fundraise?

IDEAS	VOTES	COMMENTS	PARTICIPANTS
1	2	2	3

[More >](#)



CHALLENGE

Create A Challenge!

Here's a place to add your ideas for future Challenges on Hack It Up!

We are all 'challenging' CF every day, through medical research into new treatments, campaigning, using medication, doing physio, maintaining a healthy weight and staying active.

What do **You** think needs innovating or changing to benefit people with cystic fibrosis? What do **You** think we should be discussing here on Hack It Up!?

Here is the place for it - so if you've got a burning issue, just post it up as an idea here and let's see what everyone

THE YEAR WAS **2010**, THE DATE WAS THE **10th October**,
IT WAS A **Sunday** AND **it was raining**.

YOUR DESTINATION?

JACKETS/COATS

YOU LANDED ON:

CHAMONIX PUFFER

947

IT'S BEEN
1947 DAYS
SINCE THEN

...AND

22 MORE

TRIPS WITH US
HAVE FOLLOWED

22



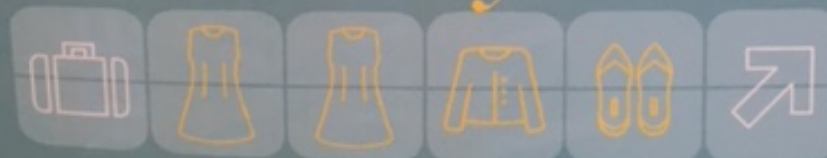
WE'VE TRAVELLED FAR AND WIDE TOGETHER.

REMEMBER COCKTAILS IN THE **Floaty Jersey Dress?**

OR THAT DAY AT THE BEACH IN THE **Everyday Jersey Dress?**

GOOD TIMES,

Lucy



THERE WAS THAT WINTRY MINI-BREAK IN THE **Floaty Cardigan**
SIGH AND THE TIME WE CLIMBED MACHU PICCHU IN THE **Sixties**



Wes Metcalfe ▶ Tesco

6 August at 13:53 · 🌐

Dear Tesco, yesterday I purchased one of your fine cucumbers which I had planned on using to make my favourite dish - a cucumber sandwich. Upon opening my cucumber I discovered a worm inside the wrapping (see picture). I thought - at last, finally Tesco have come up with something to beat Aldi's free spider with bananas offer.

I excitedly shouted the kids downstairs to come and meet our new pet. We decided to name him William. Our new pet appeared to be very unresponsive, we just put it down to him being sleepy and decided to give him sometime to come round.

24 hours later and William still hasn't moved, on closer inspection he seems quite flat (again see picture) and I think he may be dead. Well...I'm no vet but I think the tight shrink wrap on the cucumber may have squashed and killed William.

I know Aldi's Banana spiders were deadly but at least they had some life in them.

I now have three very upset children, a worm funeral to plan and to top it all off I've totally lost my taste for cucumber sandwiches which as everyone knows are a favourite at any wake.

So come on Tesco wiggle your way out of this one!?!?





Be different



Let's Rethink Mental Illness. Together.

When:

Where:

We want to encourage people to talk, so that we can rethink mental illness together.

And what better reason do you need to get together than the chance to have a delicious slice of cake?

Please come along, have a chat and give a small donation - whatever you can afford, and help us rethink mental illness together.

Reg. Charity No. 271018



BAKE A WISH

30 SEPT



Give it up for GOSH

TWO WEEKS WITHOUT



CHALLENGE YOURSELF TO GIVE UP CHOCOLATE FOR MARCH

BAKE for HEROES

16 APRIL - 2 MAY 2016



Great Ormond Street Hospital Charity

MOVEMBER



DRYATHLON®

ONE MONTH. NO ALCOHOL. RESEARCH UK.



No digital for 48 hours

Scope

About disability

Sign up for Digital Detox



**Fancy a brew?
I'm having a
Cuppa for The Christie**

PHONELESS FRIDAY 7 OCTOBER

One day. No phone.
Just you and your mates.
Pay £5 each. Go phoneless.
Have you got what it takes?

SIGN UP NOW





GET OUT AND SEE, FEEL
DIVE, FLY, GET OUT AND
EXPLORE, WANDER
MAKE CONNECTIONS
EXPERIENCE NEW THINGS
LIVE WITH ADVENTURE
IT'S MORE FUN **GET OUT MORE**



I WISH I HAD
BREAST
CANCER



Kerry, 24
#Kerryswish

Today 23 people will be told they have Pancreatic Cancer. Like Kerry, this is what they face:

- Only 3% will survive because of late diagnosis
- Most will die within 4 to 6 months
- It's the UK's 5th biggest cancer killer


Pancreatic cancer has the lowest survival rate of all 22 common cancers. Early diagnosis saves lives.

www.PancreaticCancerAction.org

Pancreatic Cancer Action is a registered charity in England and Wales No 1137689



Pancreatic
Cancer Action



Where the
magic happens

← Your
Comfort
Zone

Tell powerful stories



Keep it simple



"For sale: baby shoes, never worn"

Beware the curse of knowledge



MISSION: to ‘protect people from harm’ with a range of ‘outcome focused’ functions that ‘are professionally competent’ and understand the operational context of their services, ensuring that they are quality assured, effective and efficient.

Jar·gon N.

~~Nonsensical, incoherent, or meaningless talk~~

The specialised or technical language of a trade, profession, or similar group.

~~Speech or writing having
unusual or pretentious
vocabulary, convoluted
phrasing, and vague
meaning~~

Quick Links

- [The Jargonbusters Group](#)
- [Introduction](#)
- [About this Website](#)
- [Alphabetical Summary](#)
- [The CES Planning Triangle ©](#)
- [What you want to achieve](#)
- [What you do and what happens when you do it](#)
- [How you know how well you are doing](#)

About this Website

This website builds on the publication *Jargonbusters* (2008), and is intuitively designed with three aims in mind:

First, it will define some of the different terms charities and community groups, evaluators and funders use, tell you when you might hear them, and what they mean in different situations.

Secondly, it will bring out some of the ideas behind the jargon.

Thirdly, it will help funders be clearer about the words they use and use them more consistently.

How to Use Jargonbusters

You can use this website in two ways.

- You can look up terms in the [alphabetical summary](#).

Be brave





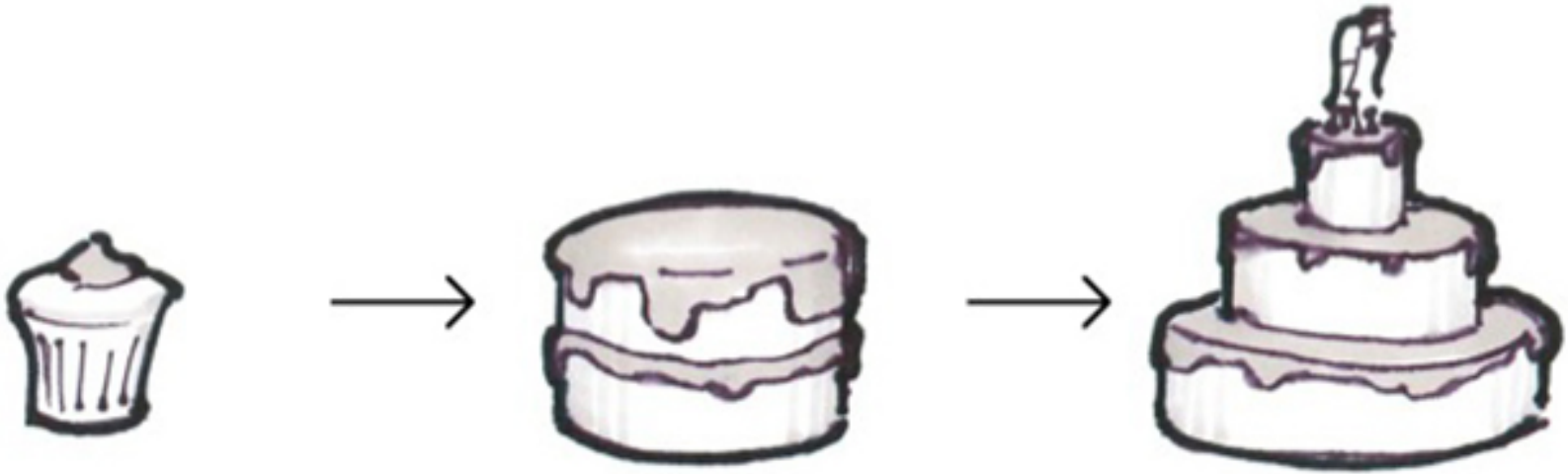
**IF YOU WANT SOMETHING NEW,
YOU HAVE TO STOP
DOING SOMETHING OLD.**

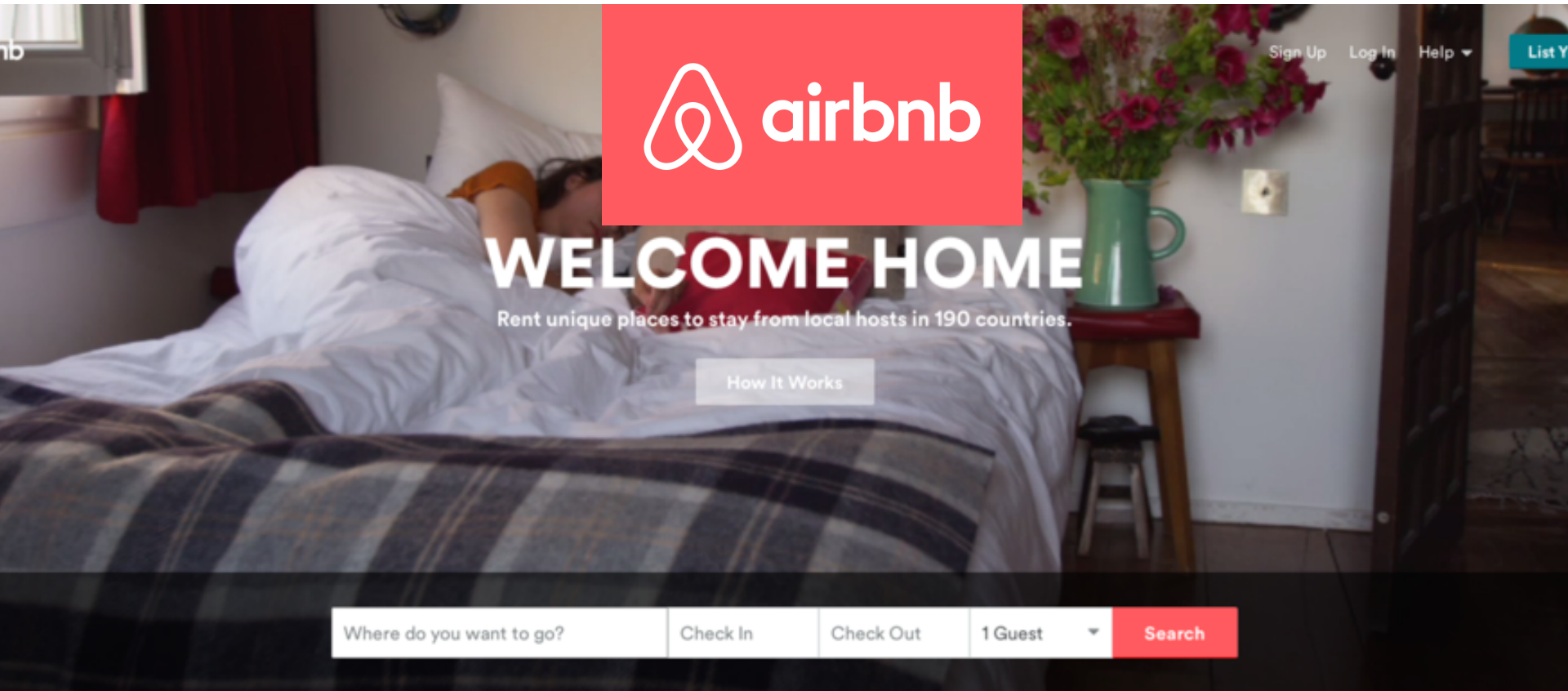
PETER F. DRUCKER

You will fail



Test, learn and adapt





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SHAVE^{OR}STYLE

WE ARE
MACMILLAN.
CANCER SUPPORT

19TH - 25TH JULY 2014

BRAVE SHAVERS

Get sponsored by friends and family, brace yourself and brave the shave.



SUPER STYLERS

Trial a style, share a pic and donate. For oodles of inspiration, visit our style gallery.



Whether you brave the shave or don a new do,
transform your hair and stand proudly alongside men
and women with cancer.

FEAR



Forget Everything And Run

...OR...

Face Everything And Rise

It's Your Choice

SUCCESS

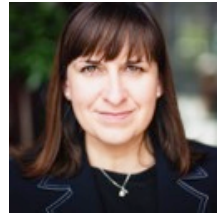
⇒ go get it ⇒

Top 7 tips for innovation muscles

- **Start with why?**
- **Ask more questions**
- **Be different**
- **Delight your audience**
- **Keep it simple**
- **Tell powerful stories**
- **Be brave**



Lucy Gower



Email me for your free e-chapter

lucy@lucidity.org.uk

www.lucidity.org.uk

@LuciditySays @Lucyinnovation