

RSAF PRIDE Convention 2014

Air Force Training Command

20 May 2014

*Transforming  
Daily Ideas Into  
Real Change*



**“Innovation doesn't just mean new invention or technology development”**

Minister of State for Trade and Industry, Mr. Teo Ser Luck

***Ideation +  
Implementation  
= Innovation***

**TOPIC**

# ***Mindset & Behaviour***

**“Let’s give it more thought.”**

**“We tried that before.”**

**“Now is not the right time.”**

**“Let’s not rock the boat.”**

**“We’ll have to answer to the stakeholders.”**

**“That’s not my job.”**

# ***Sound familiar?***

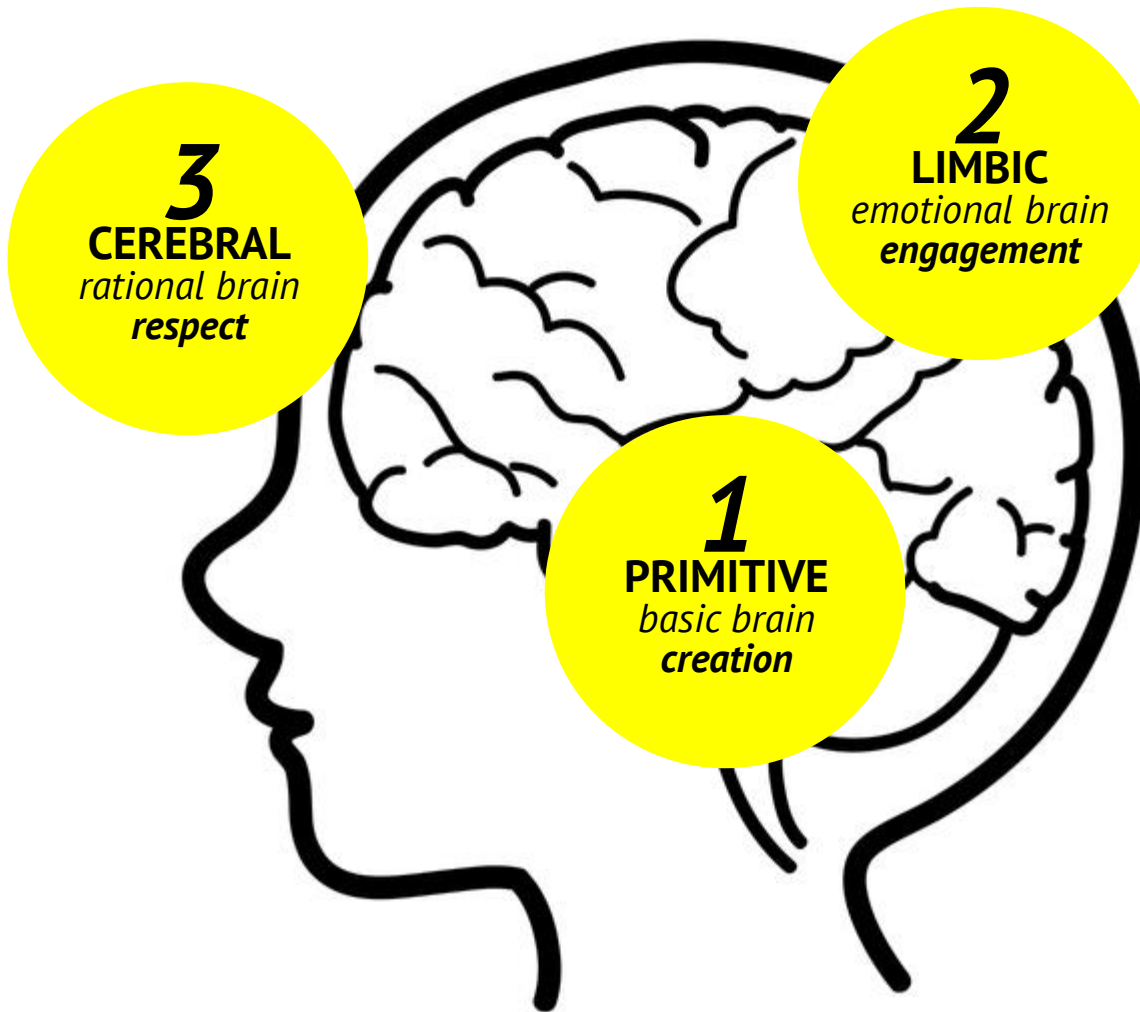
**“Has anyone else tried it?”**

**“It can’t be done.”**

**“That will run up our overhead.”**

**“It’s against company policy.”**

**“I’m not saying you are wrong, but...”**



TOOL

*dream*

Mindset & Behaviour  
*for* Innovation



*dream*



*think*

**DIVERSE**





**Do!**  
approach  
strangers that  
“scare” you.

**Don't!**  
only hang out with  
people similar to  
yourself.





**Do!**  
approach  
strangers that  
“scares” you.

**Don't!**  
only hang out with  
people similar to  
yourself.





<http://www.youtube.com/watch?v=XsF1tDHWQ7s>  
HEINEKEN: MEETING THE WORLD IN YOUR CITY VIDEO

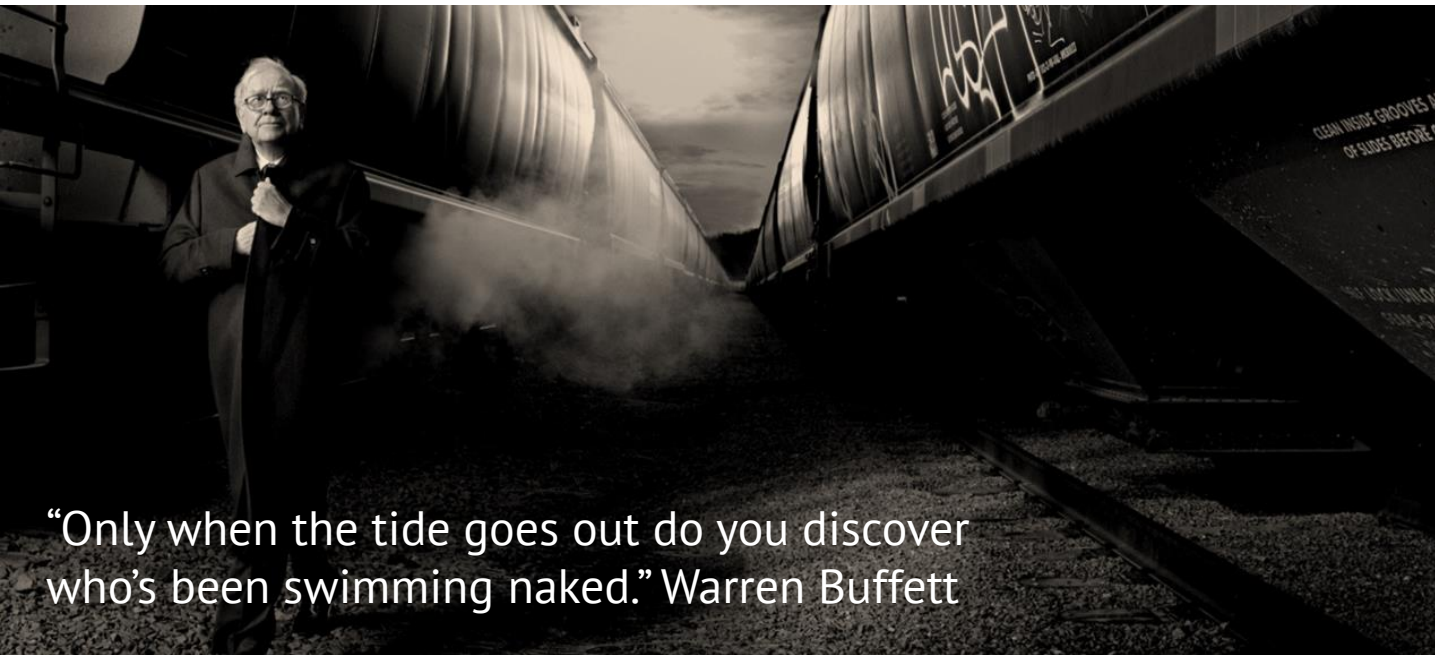
**Who** have you not  
talked to here?  
Share a dream  
with a 'stranger' in  
the room...

03:00



*stay*

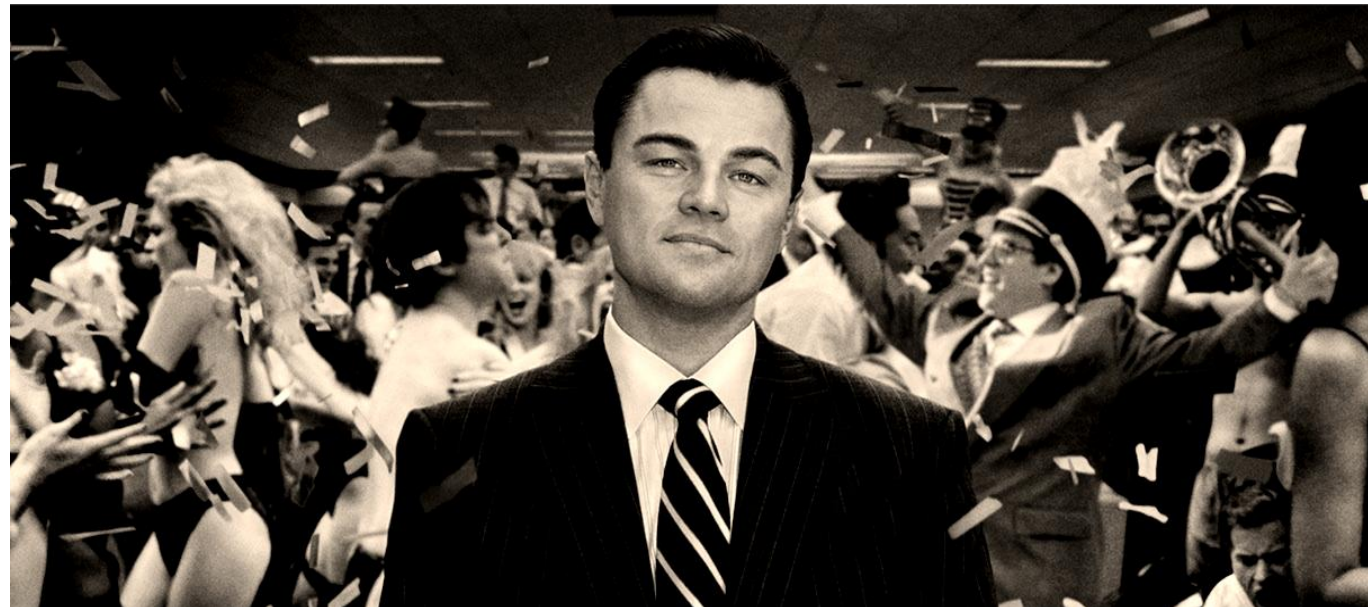
**RESILIENT**

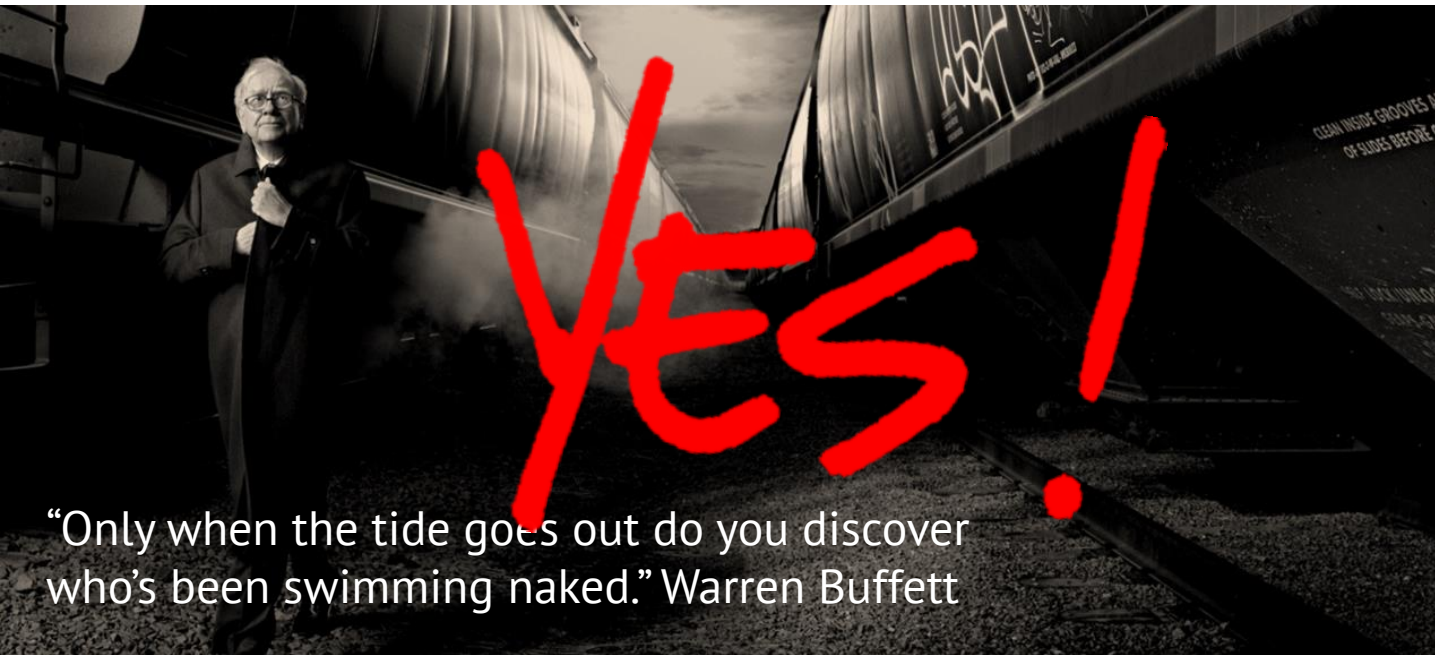


“Only when the tide goes out do you discover who’s been swimming naked.” Warren Buffett

**Do!**  
make sure that  
you think long-  
term.

**Don't!**  
go for short-term  
wins all the time.





“Only when the tide goes out do you discover who’s been swimming naked.” Warren Buffett

**Do!**  
make sure that  
you think long-  
term.

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go for short-term  
wins all the time.





***Ulysses+***  
contract with  
instant rewards  
for long-term  
thinking



- 1) **List a Goal**
- 2) **Pain**
- 3) **Reward**



+



+



03:00





*act*

**EXPERIMENTAL**

THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53<sup>RD</sup> STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

THE MUSEUM COLLECTIONS

October 18, 1956

Dear Mr. Warhol:

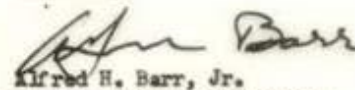
Last week our Committee on the Museum Collections held its first meeting of the fall season and had a chance to study your drawing entitled Shoe which you so generously offered as a gift to the Museum.

I regret that I must report to you that the Committee decided, after careful consideration, that they ought not to accept it for our Collection.

Let me explain that because of our severely limited gallery and storage space we must turn down many gifts offered, since we feel it is not fair to accept as a gift a work which may be shown only infrequently.

Nevertheless, the Committee has asked me to pass on to you their thanks for your generous expression of interest in our Collection.

Sincerely,



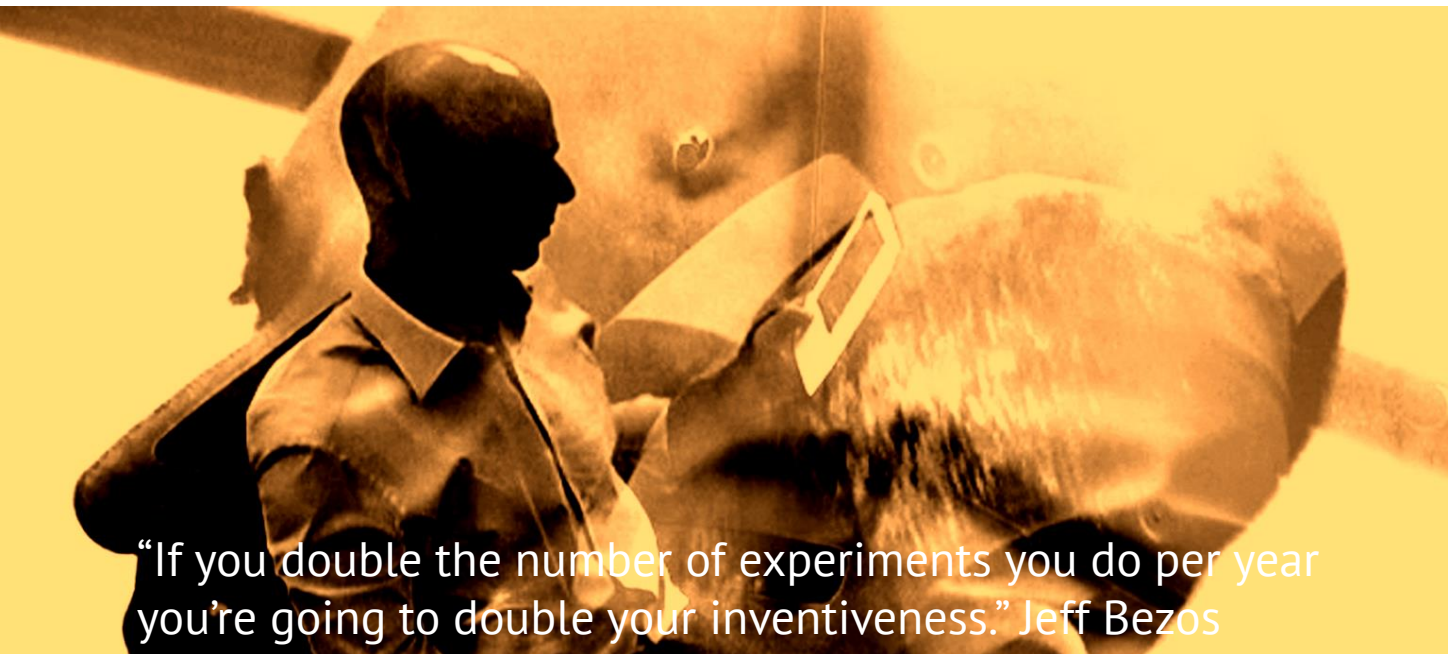
Alfred H. Barr, Jr.  
Director of the Museum Collections

Mr. Andy Warhol  
242 Lexington Avenue  
New York, New York

AHB:bj

P.S. The drawing may be picked up from the Museum at your convenience.

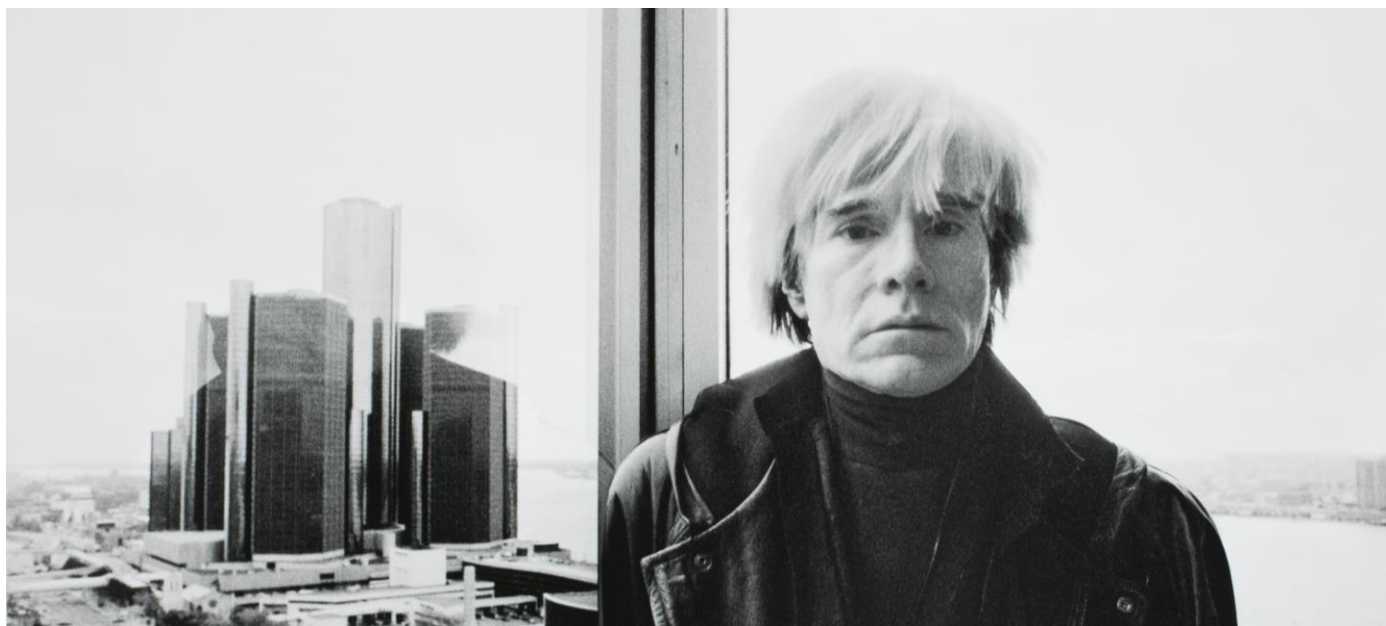
**Failure**  
MoMA rejecting  
Andy Warhol's art  
pieces

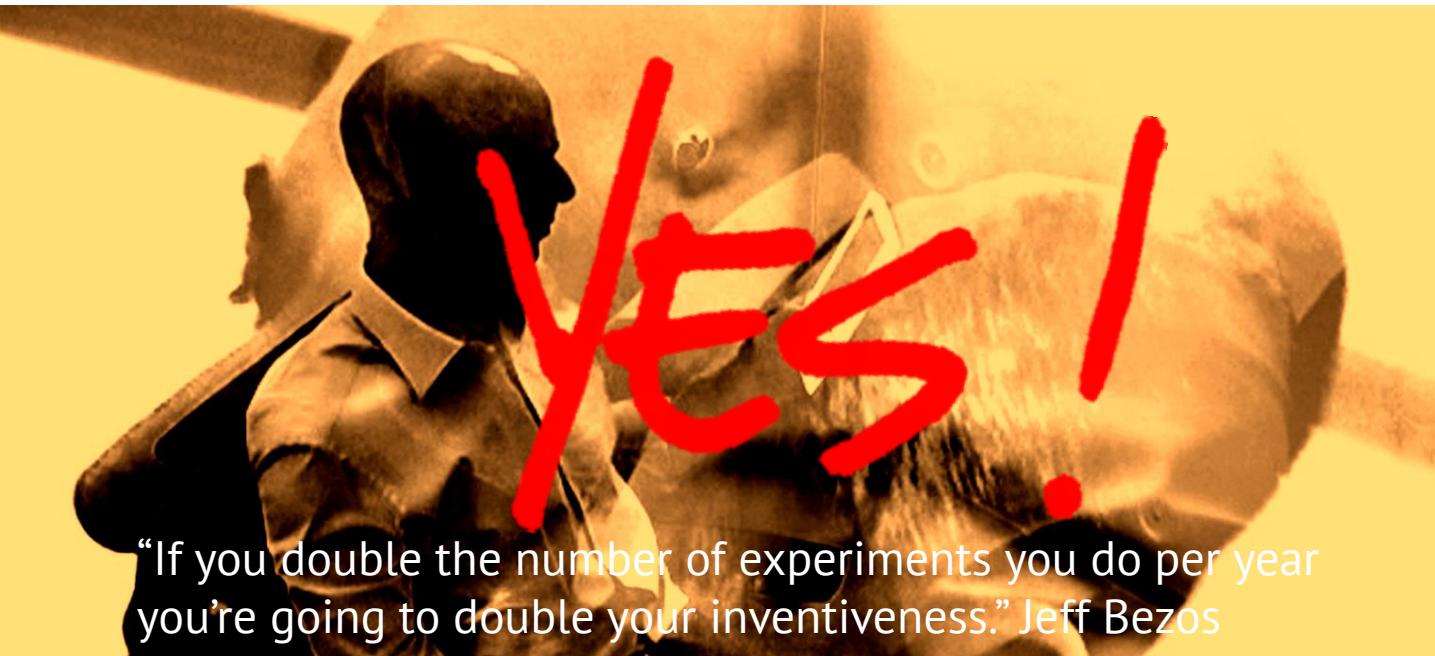


“If you double the number of experiments you do per year you’re going to double your inventiveness.” Jeff Bezos

**Do!**  
double your  
number of  
experiments.

**Don't!**  
be afraid to fail.





“If you double the number of experiments you do per year you’re going to double your inventiveness.” Jeff Bezos

**Do!**  
double your  
number of  
experiments.

**Don't!**  
be afraid to fail.





*be*  
**AGILE**



**Do!**  
move fast and  
flexible.

**Don't!**  
procrastinate.





**Do!**  
move fast and  
flexible.

**Don't!**  
procrastinate.





***Take an A4 paper  
and create a flying  
object  
/may use video/***

**00:30**



*feel*

**MATERNAL**



**Do!**  
care and share.

**Don't!**  
compete.





**Do!**  
care and share.

**Don't!**  
compete.



# VIDEO LOVE WEEK

<http://www.youtube.com/watch?v=oCAAWBpR2kQ&list=UUpwEJYjhGgMxYaw1GBjC6pA>

**Write** a thank you  
note for the person  
on your heart side  
(left)

02:00



*dream*