



GAINESVILLE CREATIVE SERIES

Session 01: Inspire

June 9th, 2016 - Catalyst Building

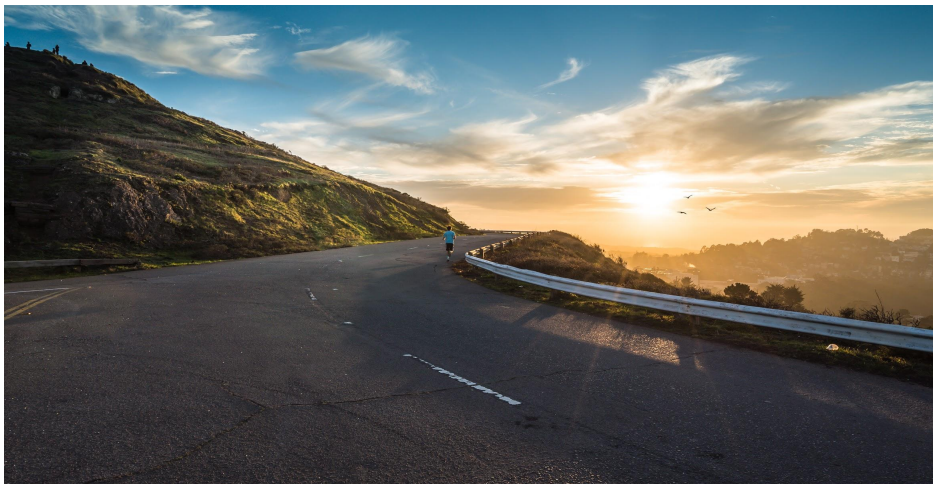


“to become a top-
ten city...”

160017B

“... the best-
managed City in
the country.”

“... to serve the
people...”



“To bring
inspiration and
innovation to
every athlete in
the world.”

Nike

Uber

“Finding the way.
Creating
possibilities for
riders, drivers,
and cities.”

“Lighting the
Way to Financial
Well-Being.”

SunTrust

“Preeminence isn’t
about rankings.

It’s about our shared
purpose to create a
better world.”

UF

GAINESVILLE

Est. 1869

160017B



126k

citizens

44% between ages 20–35

12% born in foreign country

9% have a disability

5% veterans

47k

house-
holds

40% families

38% homeowners

7% occupied by senior
resident living alone

1. Quality of Life

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2. Public Safety

3. Environment

4. Effective Government

5. Economic Development

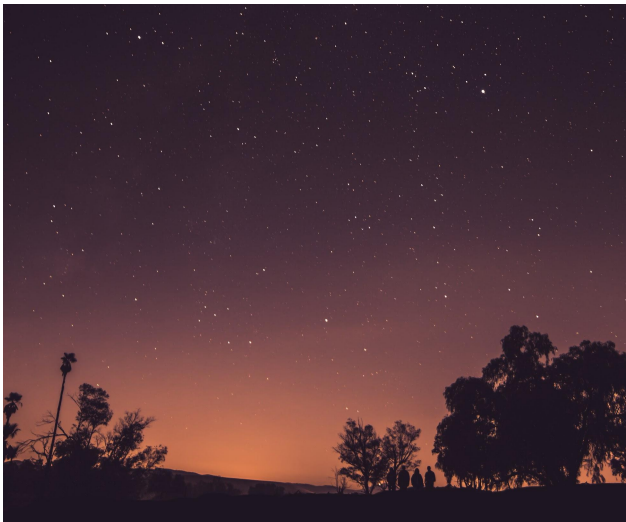
6. Transportation

4.3% unemployment rate

\$32k median annual income

36% below poverty level

18k with no higher education



**Is this
our best
Gainesville?**



**has our strategic plan
affected the positive
change desired by the
community?**

**how can we approach
big challenges differently
so positive change
is evident in citizens' lives?**

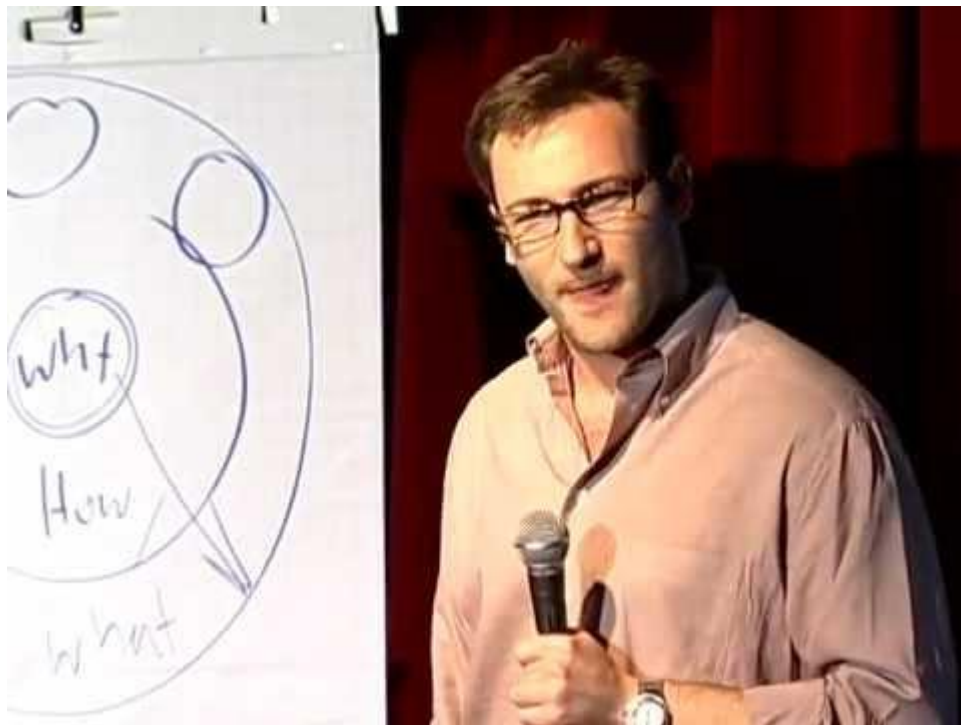
An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a river. The image is framed by a white octagonal border. The quote is overlaid on the image in white text.

YOUR FUTURE
IS CREATED BY
WHAT YOU
DO TODAY
NOT TOMORROW

-Robert Kiyosaki

what
do
we
do?







Mission

What we do

Operating a business

Strategic

Motivational

Creates "buy-in"

Provides focus

Building a company

Laying bricks

Parking cars

Purpose

Why we do it

Sharing a dream

Cultural

Aspirational (True North)

Instills "ownership"

Fuels passion

Building a community

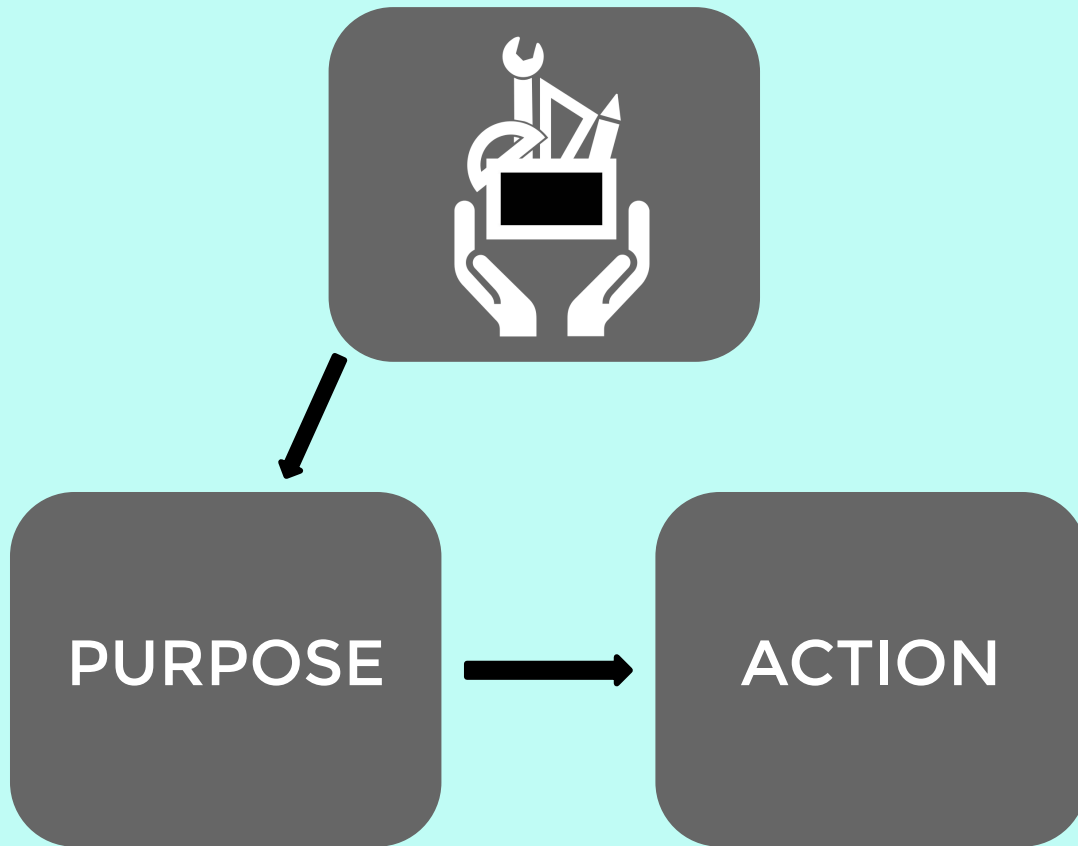
Building cathedrals

Creating happiness

so, why?







“

Always design a thing by considering it in its next larger context -- a chair in a room, a room in a house, a house in an environment, and an environment in a city plan.

EERO SAARINEN, ARCHITECT

Inspire

Ideate

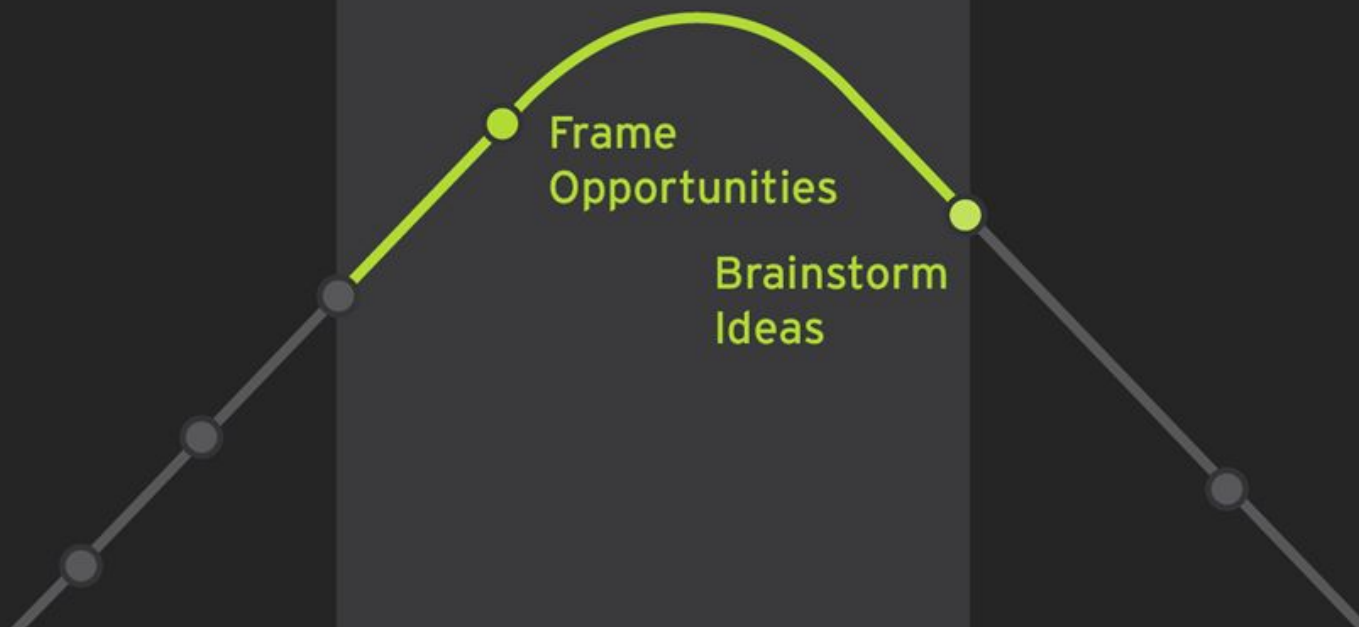
Implement



Inspire

Ideate

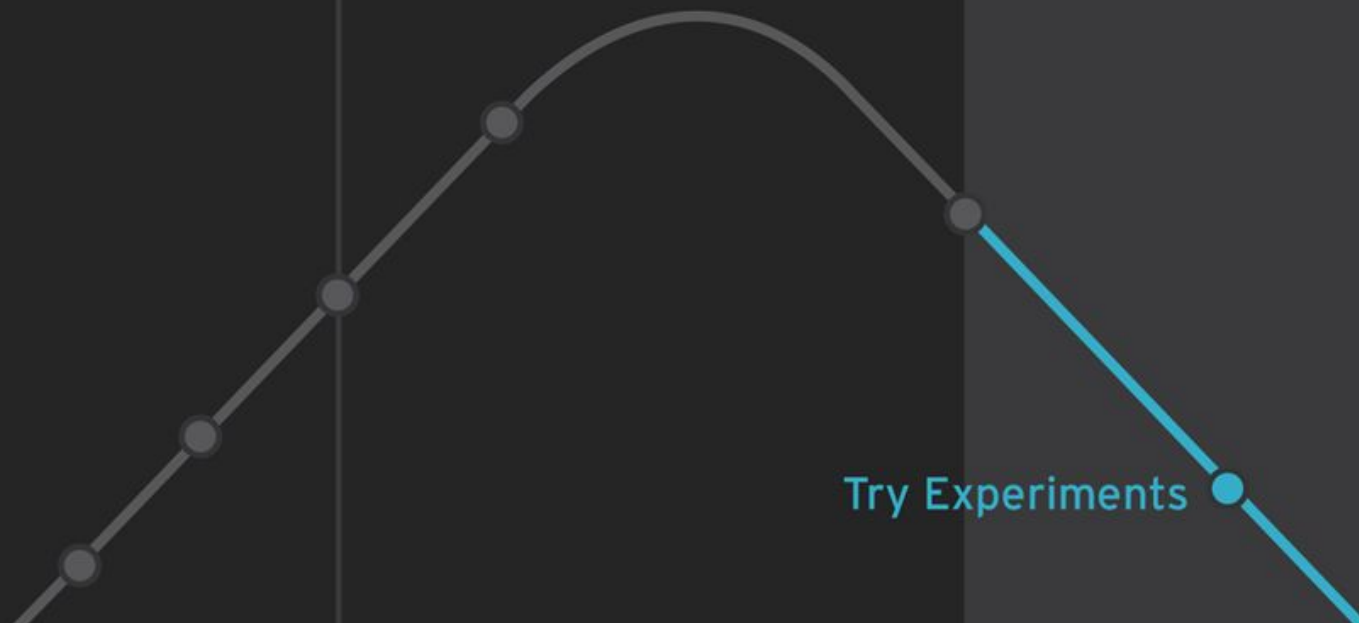
Implement



Inspire

Ideate

Implement



Inspire

Ideate

Implement



SIMULATION

SIMULATION



The town of **Los Verdes'
recycling program has stalled.**

Los Verdes Background



>> Mayor Brian Johnson introduced residential recycling when he came into office two years ago.

>> Los Verdes is not densely populated; recycling efforts are expensive and energy intensive.

>> The state university, which is home to 10,000 students, recycles 75% of its waste, the highest level of recycling in town.

>> In an effort to accelerate success, Mayor Johnson has created a project for our innovation teams.

DEFINE THE CHALLENGE

Given the background information of Los Verdes and the goals for Mayor Johnson, which of the following will lead to the best outcome for Los Verdes?

- 1 Increase participation in Los Verdes' recycling program from 40% to 50%
- 2 Make Los Verdes the recognized green leader by solving all of its current and future environmental problems.
- 3 Increase sustainable behavior among Los Verdes' citizens.

OBSERVE PEOPLE



**What people
say they do
and what they
actually do are
often
different...**

Jennifer

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Sustainability

Jennifer is a self-proclaimed "sustainability freak." She is passionate about saving the environment and wants to pursue a career in sustainable environmentalism. She has captured photographs and captioned them to show the moments from her typical day that she feels represents her range of earth-friendly behavior.



Chris

160017B

Earth Unfriendly

Chris describes his lifestyle as 'earth-unfriendly'. He knows that there are many things that he could do differently to be more eco-friendly but he is complacent about what he calls "my laziness." He has captured photographs and captioned them to show the moments from his typical day.



What can you observe in this photo taken by Jennifer?

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I observe that Jennifer . . .



What can you observe in this photo taken by Chris?

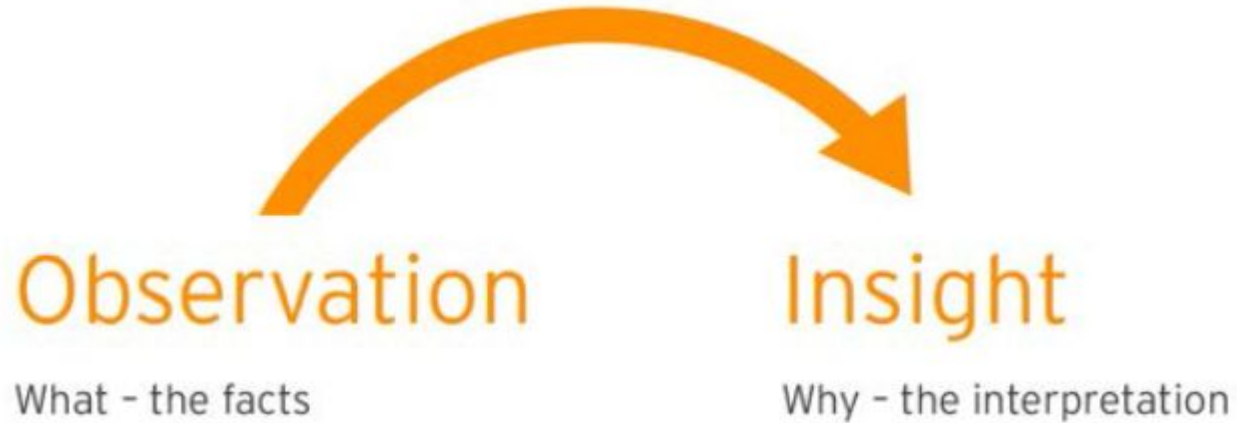
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I observe that Chris ...



FORM INSIGHTS



A good insight is...

AUTHENTIC

It should be supported by the observations that you made.

NON-OBVIOUS

The insight should be "news you can use," not just something someone would immediately think of when describing the subject.

REVEALING

It offers a glimpse into how people think or feel.

Observation to Insight: Los Verdes Example



Observation

Jennifer saves her old bed frame in order to give it to someone else.

Chris saves his old clothes to give them to Goodwill.

Insight

People are motivated to re-use or recycle their belongings in order to help other people, not just by a desire to save the planet.



NEXT STEPS





Hello
Prioria