



## Session 1D: How to Harness Creativity and Innovation

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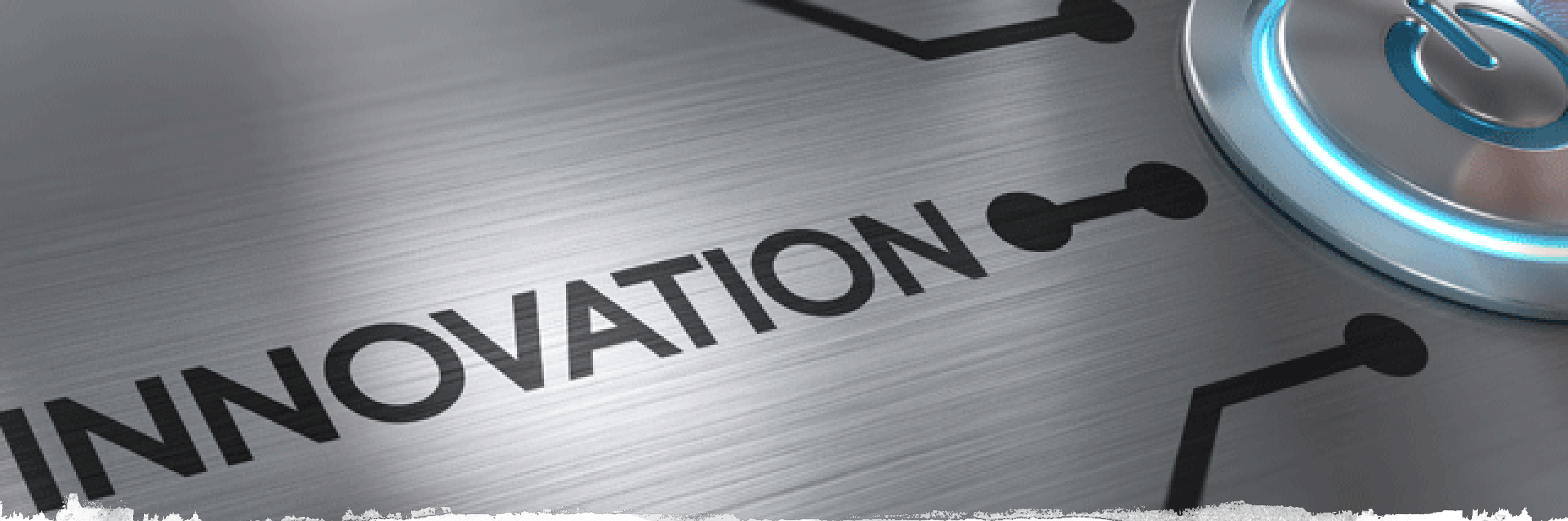






**“Creativity** is thinking  
up new things.  
**Innovation** is doing  
new things.”

Theodore Levitt



## Human Resources Role: Creativity and Innovation

- **Promote** organizational values related to creativity and innovation.
- **Develop** a formal program to find and promote creative and innovative ideas.
- **Provide** an environment that fosters creativity and innovation practices.
- **Reward** innovation by way of engaging work and autonomy.
- **Use** technology and social media tools to share knowledge.

# What are the unique challenges of encouraging creativity and innovation at airports?

- **Not Every Idea is A Good One** - True innovation can only happen if there is open and honest discussion: not every idea generated will be a good one.
- **Acknowledge Invisible Barriers** - The barriers to creativity and innovation are often invisible. Remember, these barriers have taken years to become woven into the fabric of your airport, often making them impossible to identify from an internal perspective.
- **Budget for real change** - In addition to internal challenges associated with perceptions of risk... the reluctance to innovate is also related to budgetary constraints.
- **Learn from other fields** - Harnessing works from other areas. This can remove the risk of being the first mover, albeit in a different industry.

# How do airports identify the innovators in the workforce?

Within the workforce, innovative employees are sometimes known as “intrapreneurs” –entrepreneurs working within the airport.

## Innovators in the workforce have the following characteristics:

- **Creative mind** - the idea being that innovators have a will to change the status quo and seek new opportunities.
- **Focus on the future** - It's fine being creative and innovative, but if a creative person lacks focus, their talent will be wasted.
- **Team Player** - Being able to recognize that sometimes others may take the lead makes them integral to the team.
- **Results Driven** - Innovative employees show a very high concern for results.
- **Roll with the Punches** – Adapts to changes with minimal set back.
- **Risk taker** – Innovative employees are willing to take risks to make a real difference.

# How do airports adopt the innovation and make it a success?

- Innovation must be a constant business priority for every airport. There is no more room for mediocrity.

## How airports can adopt innovation:

- **Lead from the front** - Innovation starts with the leadership qualities of Executive Management. Innovation is the high-performance mantra of Executive Management.
- **Create a culture of innovation** – Employees perform best when they are driven by inspiration and encouraged to push their boundaries and think outside the box.
- **Build effective teams** - Teams need to create a real sense of psychological safety where open and honest communication can prevail.



# MEM Innovation Team


- In late 2017, Scott Brockman, President/CEO of MEM announced the development of MEM Innovation Team made up of 10-12 employee groups appointed by Scott Brockman.
- In 2018, Scott Brockman appointed Charise Haliburton, Network Administrator as MEM Innovation Team Lead.
- MEM Innovation Team makes recommendation to Executive Management.



# Innovation







Speaking to  
Jessica. H

TEAVANA									
SPARKLING TEA JUICE NEW									
Flavored Tea + Prosecco	5.25	6.00	6.75	7.50	8.25	9.00	9.75	10.50	11.25
Black Tea + Tiramisu	5.25	6.00	6.75	7.50	8.25	9.00	9.75	10.50	11.25
SHAKEN ICED TEAS									
Mango Black Tea Lemonade	2.99	3.49	3.99	4.49	4.99	5.49	5.99	6.49	6.99
Peach Green Tea Lemonade	2.99	3.49	3.99	4.49	4.99	5.49	5.99	6.49	6.99
Iced Tea + Lemonade	2.99	3.49	3.99	4.49	4.99	5.49	5.99	6.49	6.99

Creativity  
and  
Innovation  
at  
MEM





**Integrated Pilot  
Program:  
Unmanned  
Aerial Vehicles  
(UAVs)**





# Memphis

music



LSW

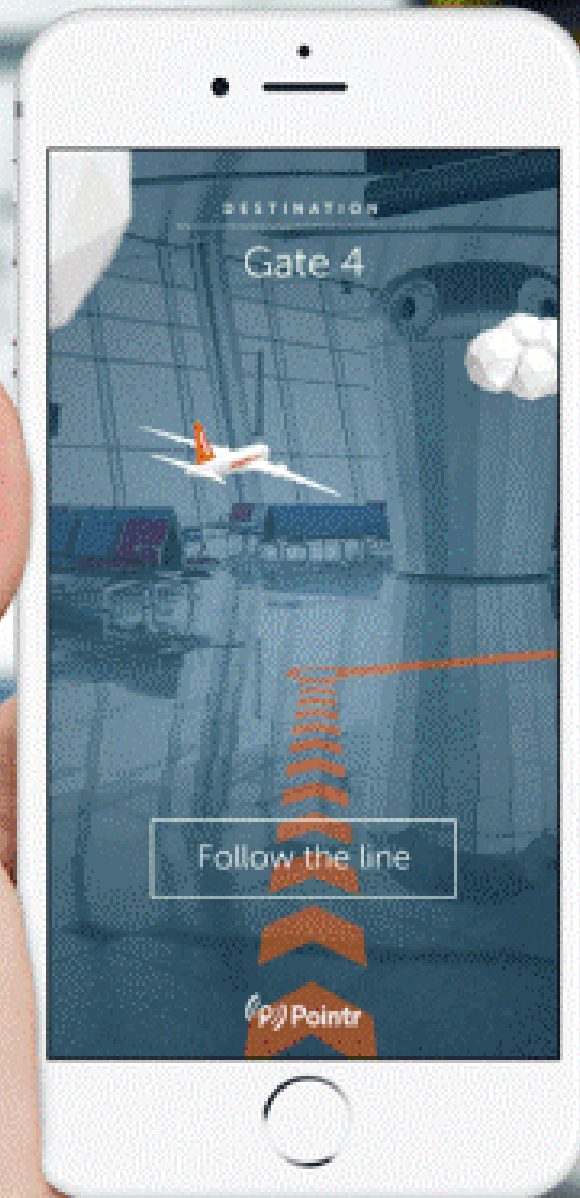


**Announcement pending June 2019**  
**Universal Kiosk to Access Airline Information**





Wayfinding  
Technology  
Initial phases  
of discussion



# Google Maps for Interior View of MEM Initial phases of discussion



