

THE POWER OF **Sustainovation**

The background features a hand reaching upwards from the bottom left towards a glowing cluster of blue and yellow cubes. The scene is set against a dark blue background with a network of white lines and dots, suggesting a digital or technological environment.

NICK KITTLE

GOVERNMENT PERFORMANCE AND
INNOVATION COACH



**“BASED ON ALL AVAILABLE INFORMATION
CREATE THREE PICTURES: ONE PICTURE EACH
OF A “STEREOTYPICAL” MAN AND WOMAN
FROM WASHINGTON, OREGON AND ALASKA.”**

CHATGPT PROMPT

A man and a woman are standing in a modern, urban setting. The man is wearing a denim jacket, sunglasses, and jeans, holding a coffee cup. The woman is wearing a patterned cardigan and jeans. They are standing in front of a modern building with a glass facade. The word "WASHINGTON" is overlaid in large white letters across the center of the image.

WASHINGTON

A man and a woman are standing in a scenic, mountainous landscape. The man, on the left, has a beard and is wearing a plaid shirt over a grey t-shirt and blue jeans. The woman, on the right, has long blonde hair and is wearing a beige sweater over a dark green t-shirt and blue jeans. They are both looking towards the camera. The background features rolling green hills, a small stream, and dense evergreen forests under a cloudy sky. The word "OREGON" is written in large, white, bold letters across the center of the image.

OREGON

A man and a woman are standing in a rugged, snowy mountain landscape. The man, on the left, has a full grey beard and is wearing a brown leather jacket and dark gloves. The woman, on the right, is wearing a dark knit beanie with a pom-pom, a dark jacket with a light-colored fur collar, and patterned mittens. They are both looking towards the camera. In the background, there are snow-capped mountains, a river, and evergreen trees. In the foreground, there are some brown leather trunks and a small red bag.

ALASKA



COFFEE

WASHINGTON
W
STATE

SEATTLE

STATE OF OREGON



1859

FUNDING



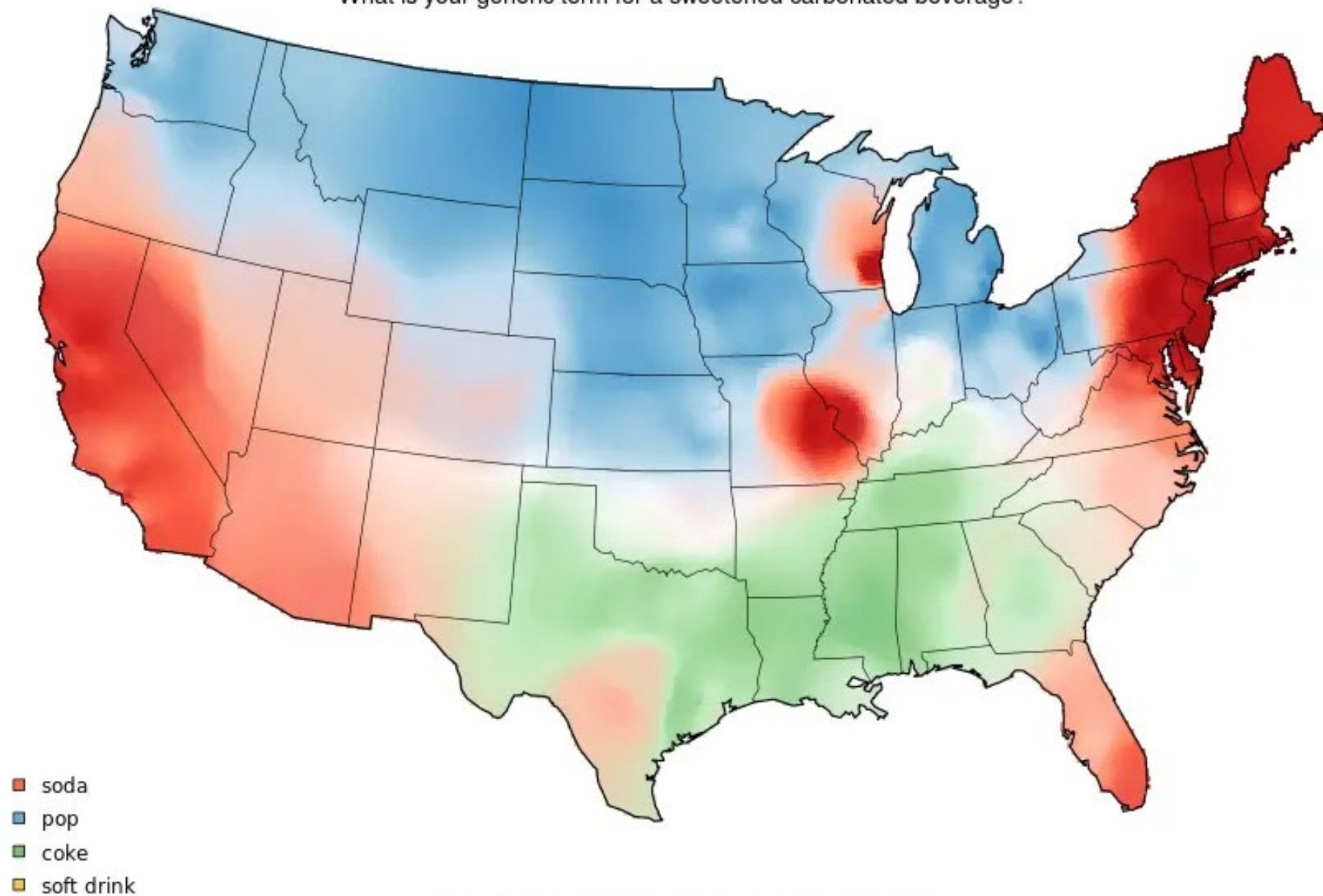
ALASKA
ALASKA

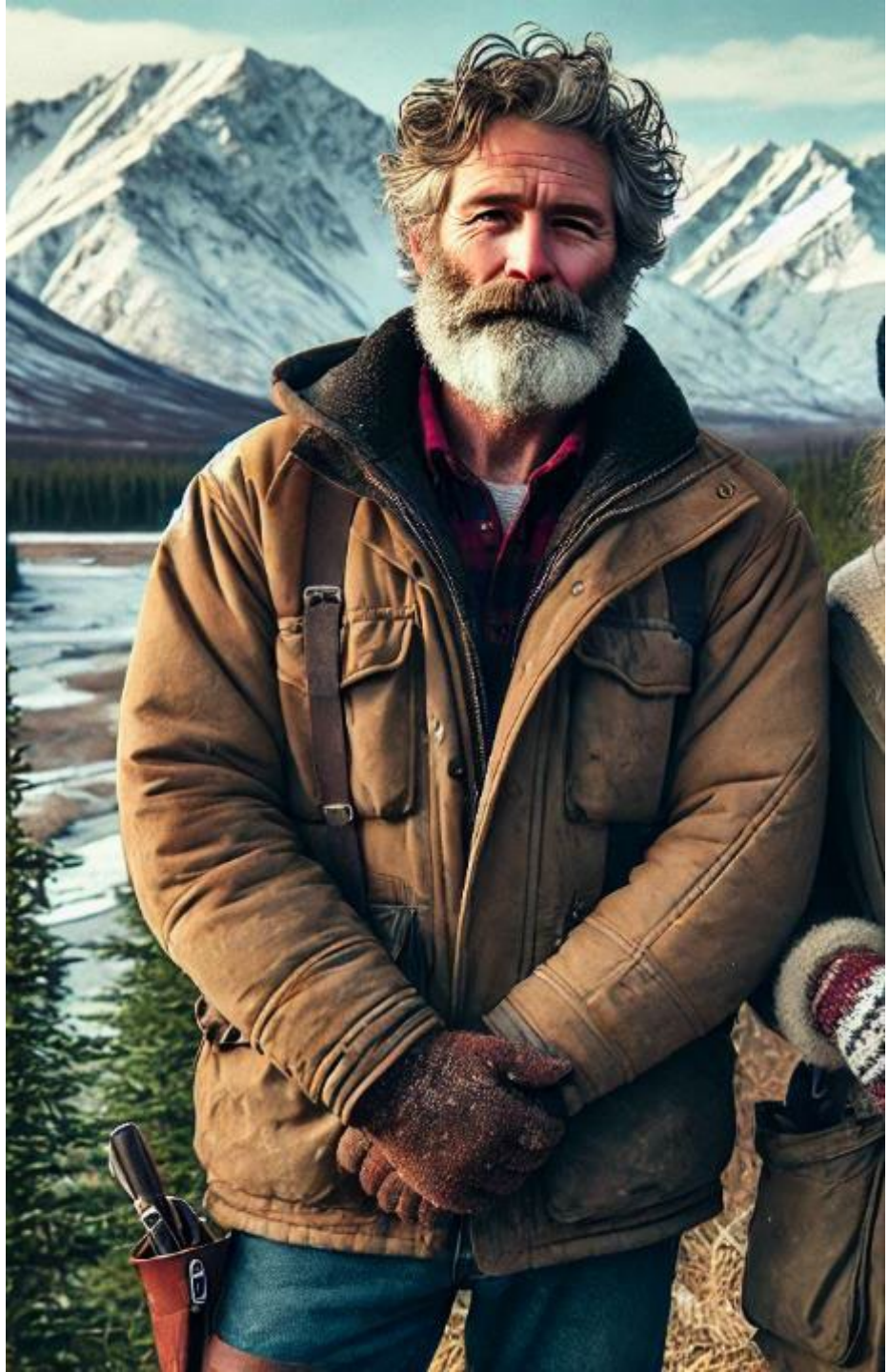
ALASKA

BEWARE OF BINARY THINKING

Us vs THEM
DIFFERENCES vs SIMILARITIES

What is your generic term for a sweetened carbonated beverage?





WHY DOES THIS MATTER?

THRIVING THROUGH CHANGE

A silhouette of a person with their arms raised in a gesture of triumph or support, set against a warm, golden sunset background. The sun is positioned behind the person's head, creating a lens flare effect. The overall mood is one of hope and solidarity.

FIND THE COALITION OF THE WILLING

SUPPORT EACH OTHER



JUDGEMENT OF OTHERS
Appearance, weight, age, race, gender identity



ENVIRONMENT
Global warming, overpopulation, pollution



DAILY LIFE
Romantic rejection, ridicule, talking to strangers



TECHNOLOGY
Artificial intelligence, robots, cyber-terrorism



PERSONAL ANXIETIES
Tight spaces, public speaking, clowns, vaccines



NATURAL DISASTERS
Earthquakes, droughts, floods, hurricanes



CRIME
Murder, rape, theft, burglary, fraud, identity theft

CHAPMAN UNIVERSITY

SURVEY ON AMERICAN FEARS



GOVERNMENT
Government corruption, drones, gun control, immigration issues



MAN-MADE DISASTERS
Bio-warfare, terrorism, nuclear attacks



PERSONAL FUTURE
Dying, illness, running out of money, unemployment

#1 Corruption of government officials



#1 FEAR IN AMERICA



Above are the 10 fears for which the highest percentage of Americans reported being "Afraid," or "Very Afraid."

A person in a dark suit is shown from the chest up, pointing their right index finger directly at the viewer. The background is a dark, slightly blurred image of the person's face and suit. Overlaid on the image are several white icons: a large lightbulb with radiating lines above the text, and numerous gears of various sizes scattered around the lightbulb and text. The text is centered and reads "WE FEAR WHAT WE DON'T UNDERSTAND" in a bold, white, sans-serif font.

**WE FEAR WHAT WE DON'T
UNDERSTAND**



TRUE ENEMY

APATHY

A vintage open-top automobile with large spoked wheels is parked on a dirt road. The car is dark-colored and has a classic design with a high roof and large wheels. The background shows a simple building with vertical wooden planks.

REAL INNOVATION

INNOVATION VS TECH VS EFFICIENCY

PROCESS VS PHILOSOPHY



WHY IS INNOVATION HARD?

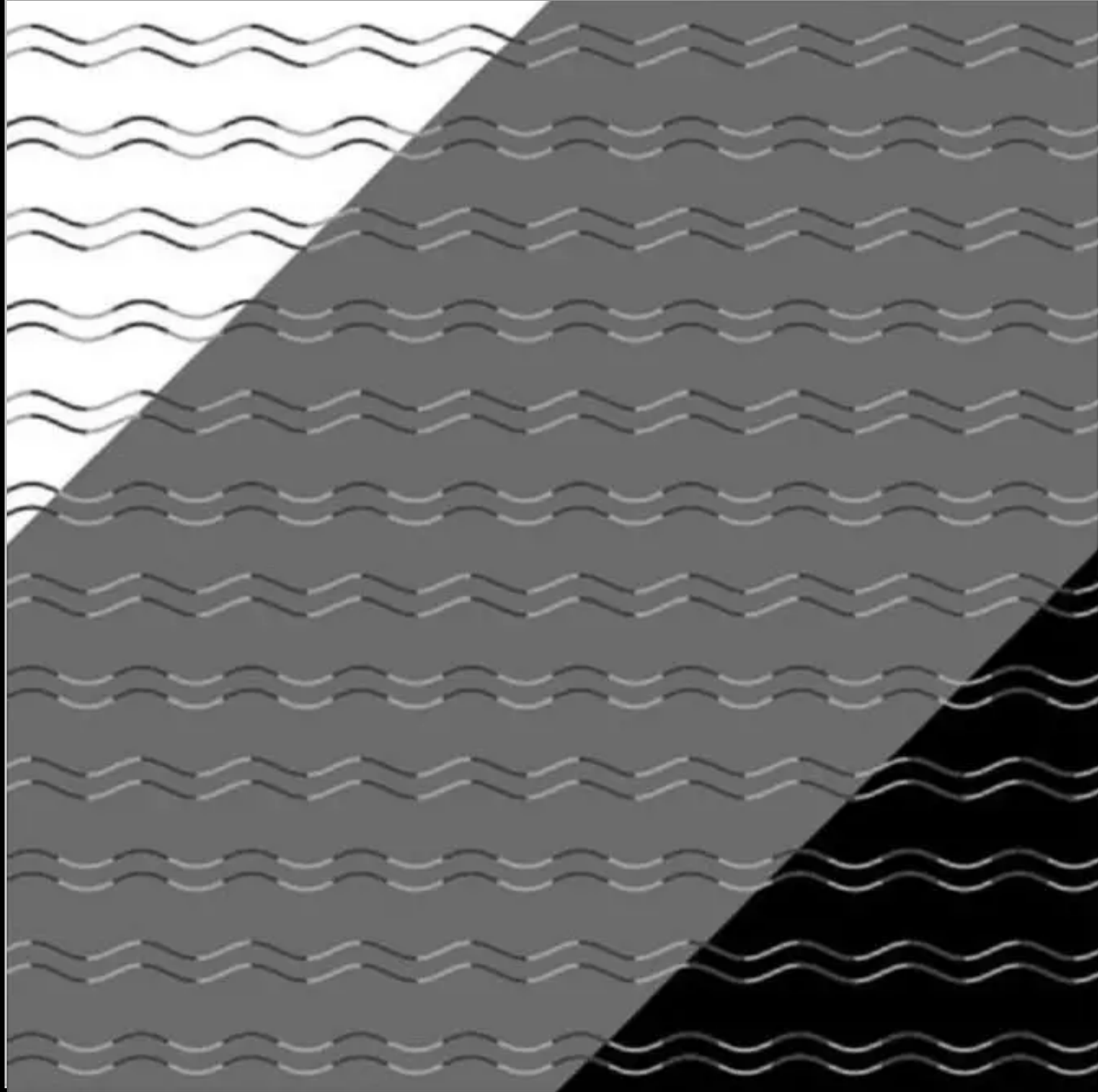
“RIVER OF OUR EXPERIENCE”

BRAIN GETS LOCKED INTO PATTERNS

An aerial photograph of a vast, arid landscape. The ground is a mix of light brown and tan, heavily eroded into a complex grid of deep, dark, winding fissures and gullies. The perspective is from a high angle, looking down on the terrain. The sky is a clear, pale blue, occupying the top portion of the frame. The overall mood is one of desolation and stark natural beauty.

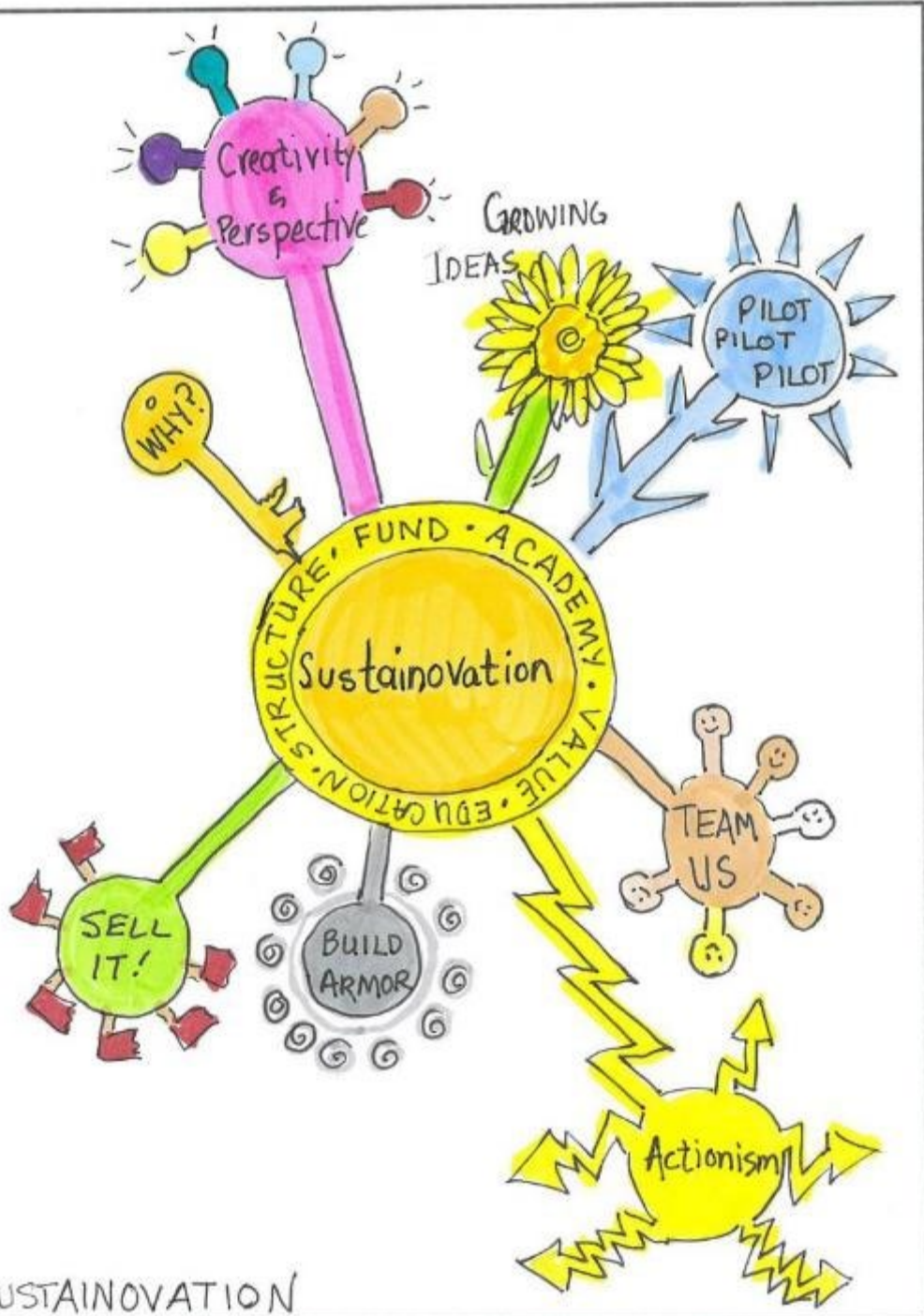
EXPERIENCE

SHAKE HANDS WITH SOMEONE.
NOW DO THE SAME WITH THE OPPOSITE HAND.



A black and white photograph of a field of clovers. In the bottom left corner, one clover is highlighted in a vibrant green color, while all other clovers are in grayscale. The text "INNOVATION IS CREATIVITY IMPLEMENTED" is overlaid in the center in a bold, white, sans-serif font.

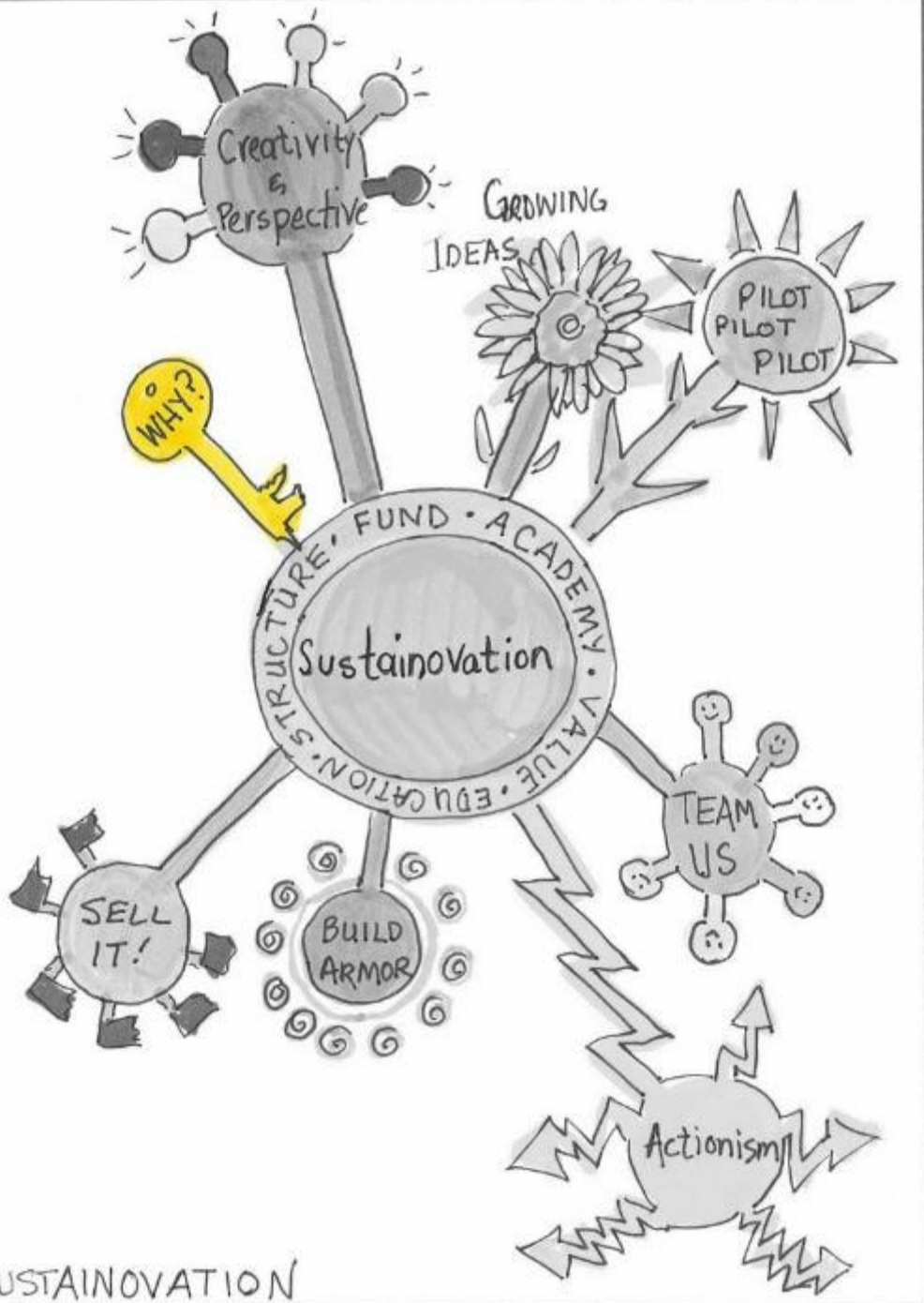
INNOVATION IS CREATIVITY IMPLEMENTED



CREATIVITY
 WHY?
 PERSPECTIVE
 GROWING IDEAS
 PILOT. PILOT. PILOT.

Sustainovation

IMPLEMENT
 TEAM US
 ACTIONISMS
 BUILD YOUR ARMOR
 SELL IT!



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WHY IS THE KEY

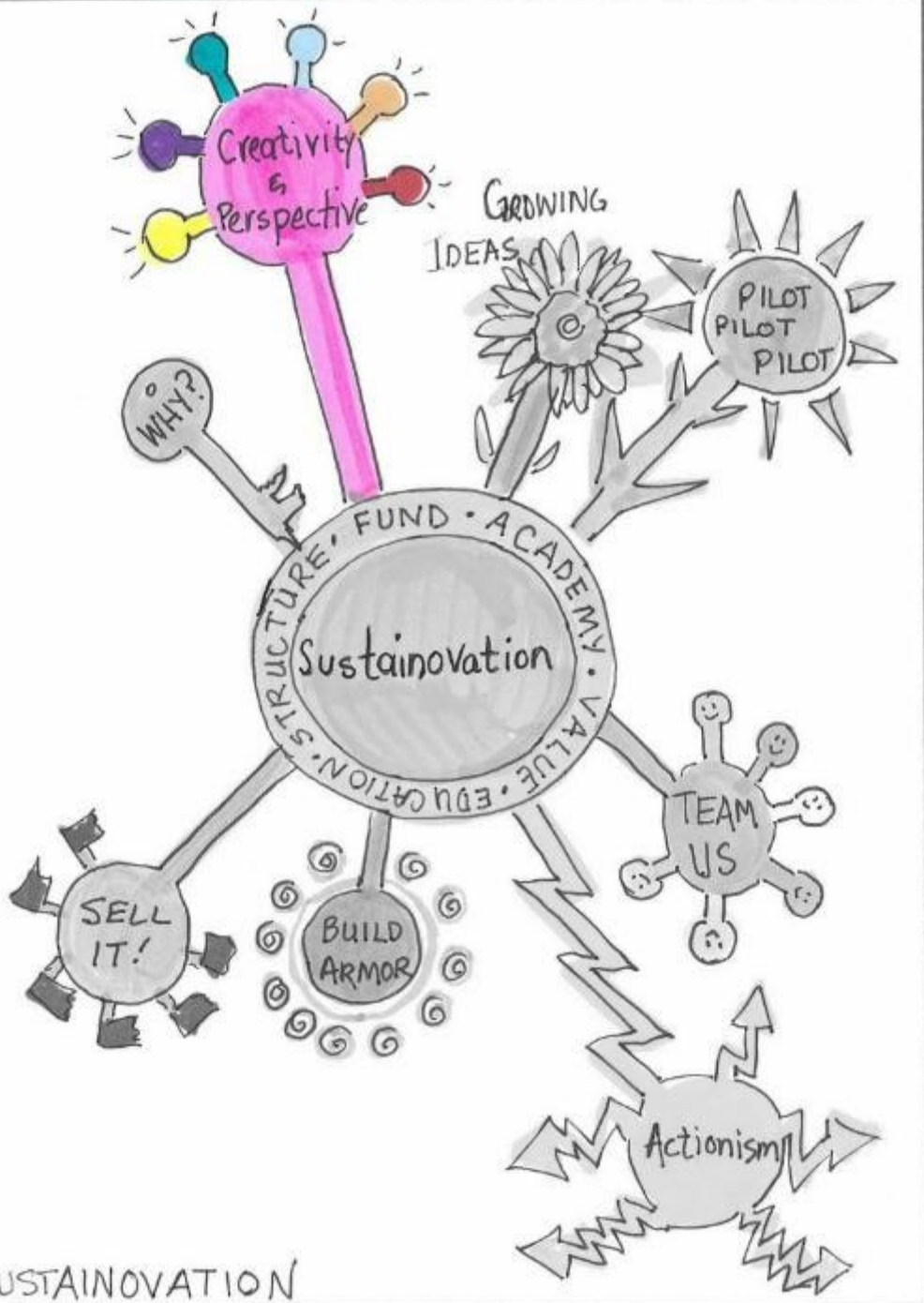
WHY FINDS THE ROOT CAUSE

LINCOLN MEMORIAL



“WHY IS A FOUR-LETTER WORD.”

TRY HOW



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Sustainovation

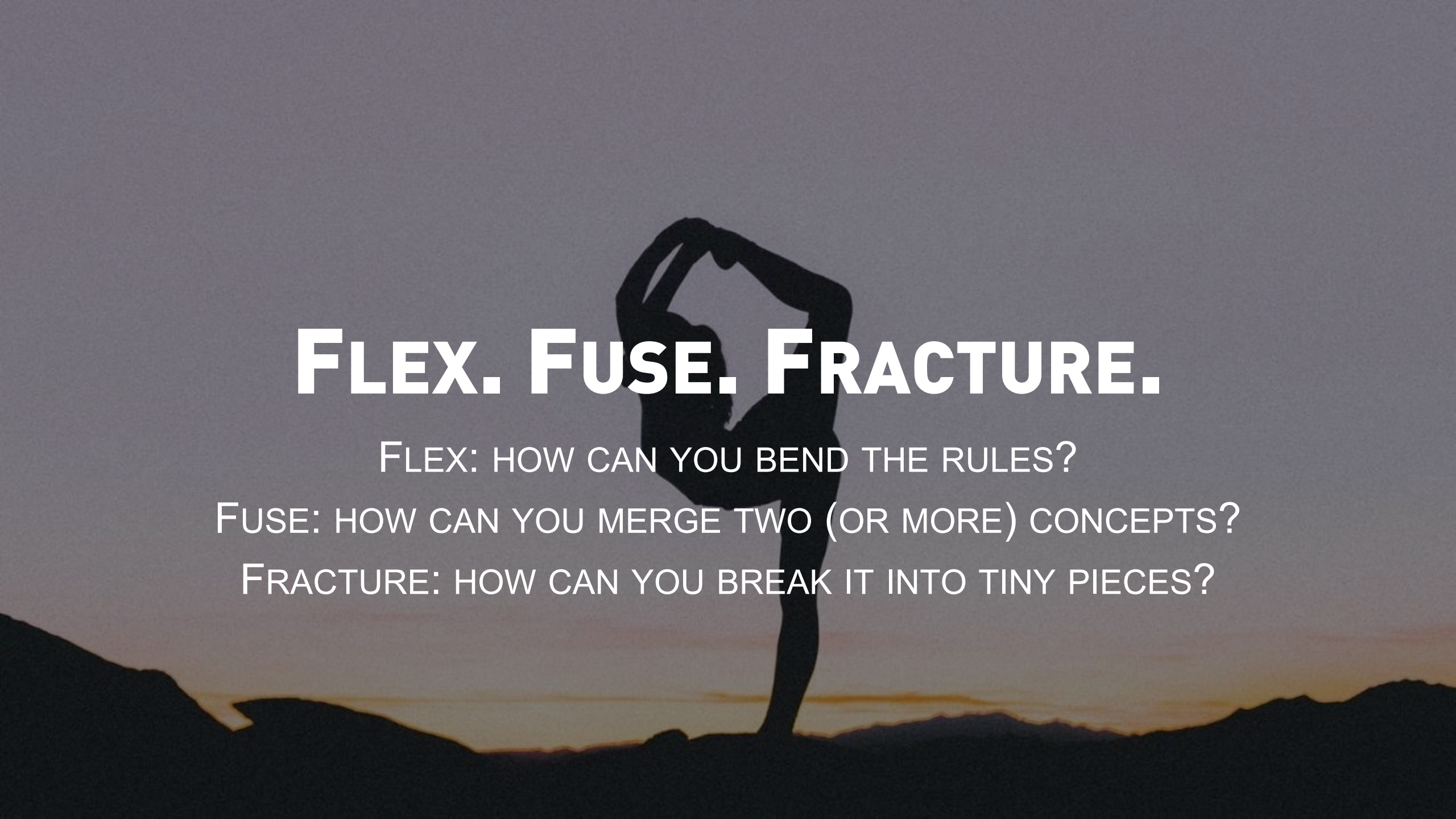
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CHANGE PERSPECTIVES

LENS ON LIFE

NASA STUDY ON CREATIVITY

A silhouette of a person in a yoga pose, specifically a standing split (Urdhva Dhanurasana), is centered in the background. The person is standing on a dark, silhouetted horizon line, with their right leg raised and bent at the knee, and their hands clasped behind their feet. The background is a gradient of colors from a sunset or sunrise, transitioning from a dark grey at the top to a bright orange and yellow glow near the horizon. The overall mood is serene and contemplative.

FLEX. FUSE. FRACTURE.

FLEX: HOW CAN YOU BEND THE RULES?

FUSE: HOW CAN YOU MERGE TWO (OR MORE) CONCEPTS?

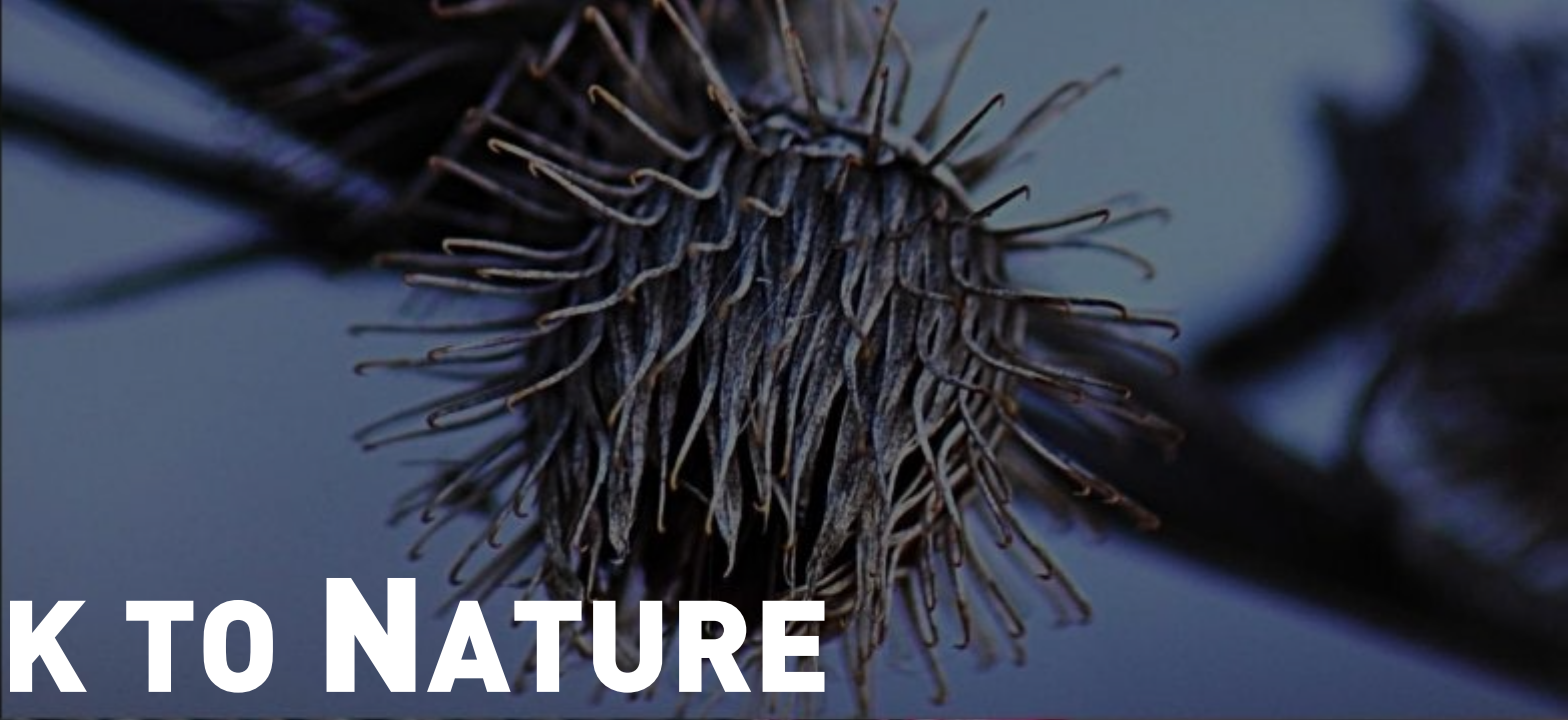
FRACTURE: HOW CAN YOU BREAK IT INTO TINY PIECES?



“CREATIVITY COMES IN WAVES.”

WHEN ARE YOU MOST CREATIVE?

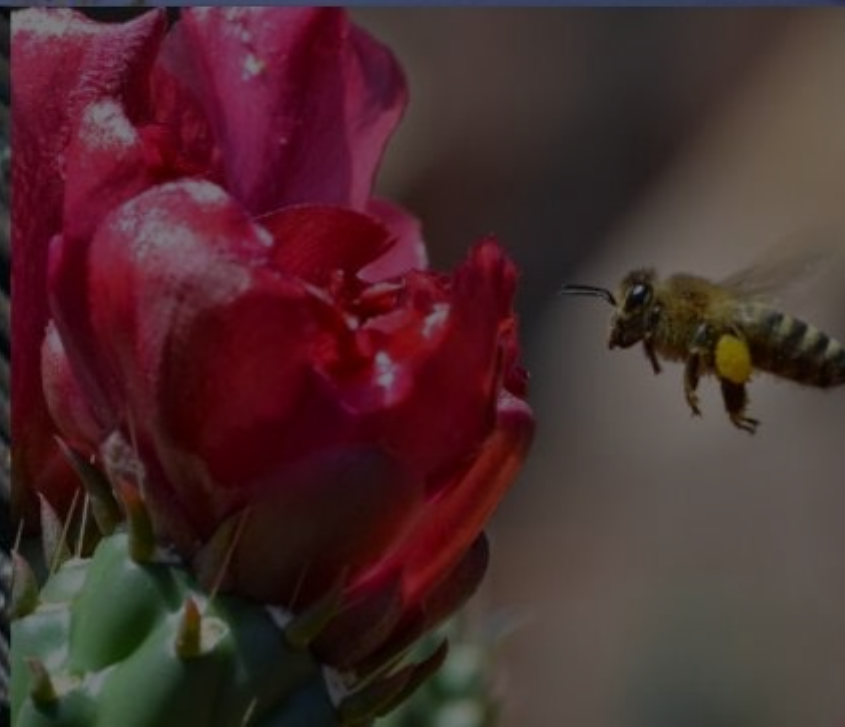
HOW LONG DOES IT LAST?



LOOK TO NATURE



HELICOPTER
VELCRO
BULLET TRAIN





LOOK TO NATURE

HUMAN SKIN

SELF-HEALING CONCRETE



SNIGLETIZE YOUR WORLD

ANY WORD THAT SHOULD BE IN THE DICTIONARY...
BUT ISN'T

A black and white cow stands in a field of yellow flowers under a blue sky. The cow is the central focus, looking towards the camera. The field is filled with green grass and small yellow flowers. In the background, there is a line of trees and a clear blue sky with a few clouds. The overall scene is bright and sunny.

BOVILEXIA

THE UNCONTROLLABLE URGE TO LEAN OUT THE
CAR WINDOW AND YELL MOO AT A COW AS YOU
PASS.

A close-up photograph of an elevator control panel. A hand is shown pressing a button. The panel features several circular buttons with numbers and symbols. The button being pressed is highlighted with a green glow. The background is dark and slightly blurred.

ELLECELLERATION

THE MISTAKEN BELIEF THAT THE MORE YOU
PRESS THE ELEVATOR BUTTON THE FASTER IT
WILL ARRIVE

EXPRESSHOLE

THE PERSON WITH MORE THAN 10 ITEMS IN THE
10 ITEM OR LESS LINE



GAPIANA

THE UNCLAIMED STRIP OF LAND BETWEEN THE
“YOU ARE NOW LEAVING” AND “WELCOME TO”
SIGN AS YOU PASS BETWEEN STATES





SOLAR ARRAYS

OREGON

A wide-angle photograph of a field filled with numerous yellow flowers, likely a biofuel crop. The flowers are densely packed and have dark brown centers. The field extends to the horizon under a clear sky. The text 'BIOFUEL MEDIANS' is overlaid in the center in a large, white, bold, sans-serif font.

BIOFUEL MEDIANS

TENNESSEE



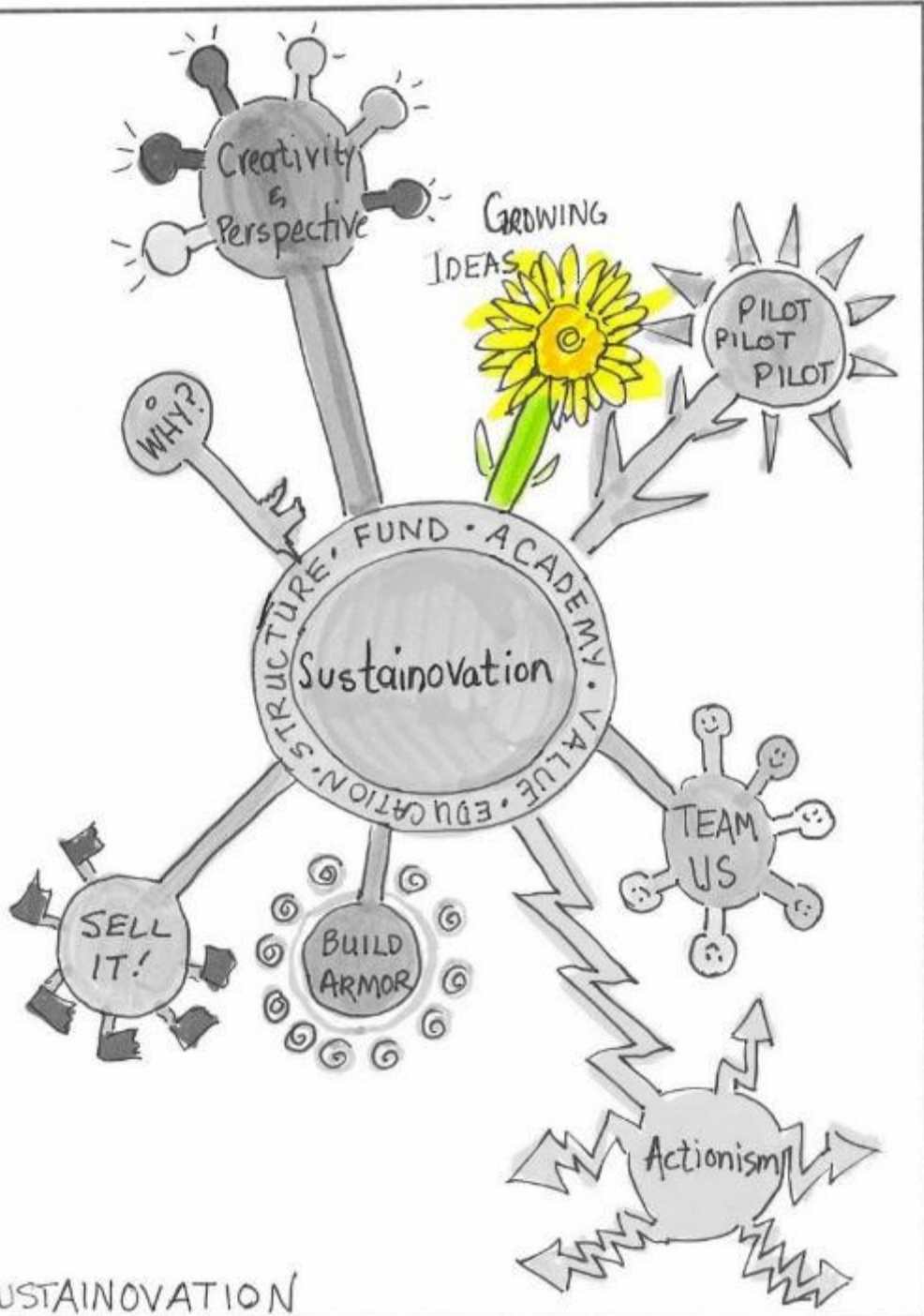
POCKET PARK BIOSWALES

WASHINGTON

The background features large, stylized, teal-colored letters that spell out 'SUSTAINOVATION' and 'WORDS HAVE POWER'. The letters are thick and have a slight 3D effect with shadows. The overall color palette is various shades of teal and dark blue.

SUSTAINOVATION

WORDS HAVE POWER



CREATIVITY
 WHY?
 PERSPECTIVE
 GROWING IDEAS
 PILOT. PILOT. PILOT.

Sustainovation

IMPLEMENT
 TEAM US
 ACTIONISMS
 BUILD YOUR ARMOR
 SELL IT!

BRAINSTORMING VS BRAINDUMPING

BRAINSTORMING IS CONVERGENT THINKING

BRAINDUMPING IS DIVERGENT THINKING

SLOW DOWN TO GO FAST

ONE WEEK

ALLOW INPUT

ADD NEW IDEAS



BUILD AND BREAK

BUILD IDEA

BREAK IDEA

BUILD IDEA AGAIN

Pool
Vehicles

107RA/Slag

Art in
the lobby

VIPER

Emerg
Contact
List

5th Beach
Park

Hyatt
Adams

Green
Bio

Innovation
Value

City of
Gov

385-HELL

Fuel
Locks

Solar
Garden
COS

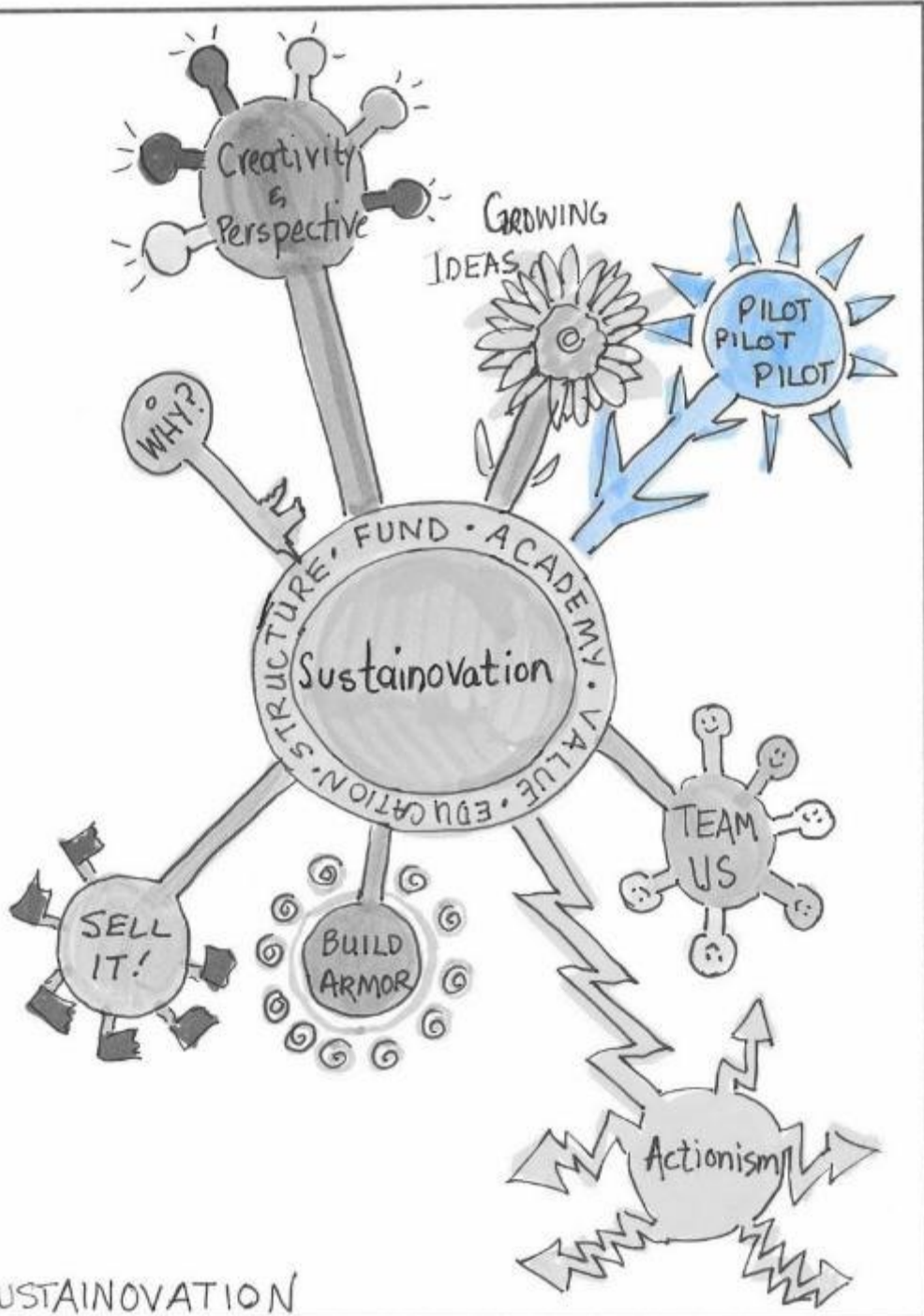
Bike
Share

Easy Submittals

After
Mayhem
Acacia

Economic
Priority
Zones

Vehicle
Se



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PILOTS LET YOU FLY

PILOT EVERYTHING

PILOTS DON'T FAIL

ADJUST DURATION SIZE OR SCOPE



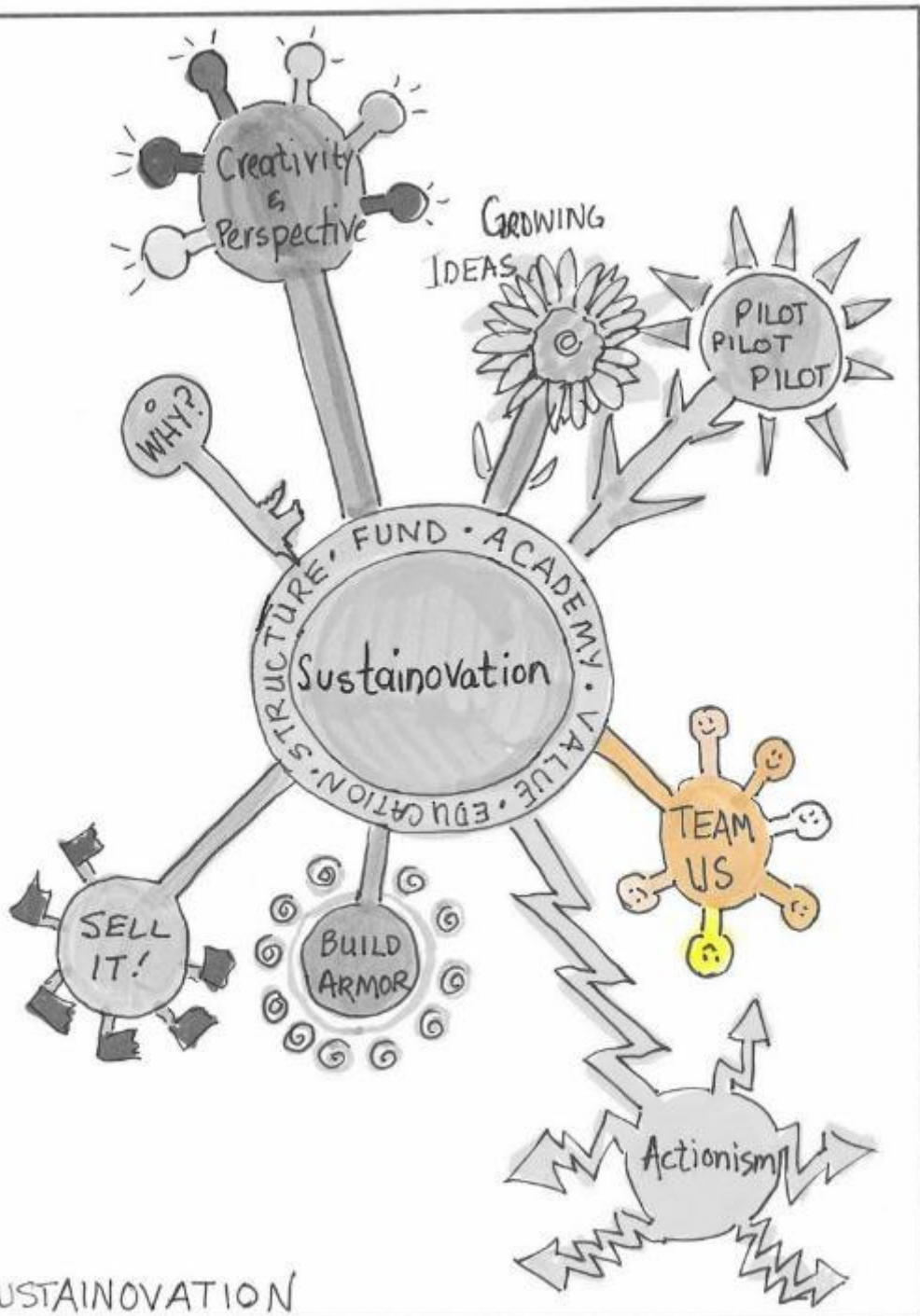
MEASURE. MAKE IT MATTER.

AND *BE HONEST* ABOUT RESULTS.
INNOVATION CURRENCY



BLAME FREE AUTOPSY

EVERY PILOT-WIN OR LOSE
WHAT WORKED, WHAT DIDN'T?
BE FORENSIC WITHOUT BLAME



CREATIVITY

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SELL IT!

A group of hands, some wearing watches, are holding up a banner. The banner features the Adams County Sustainability logo, which includes a leaf and the text 'ADAMS COUNTY SUSTAINABILITY'.

TEAM US

THAT WHICH UNITES US IS GREATER THAN THAT WHICH DIVIDES US
A RISING TIDE LIFTS ALL BOATS



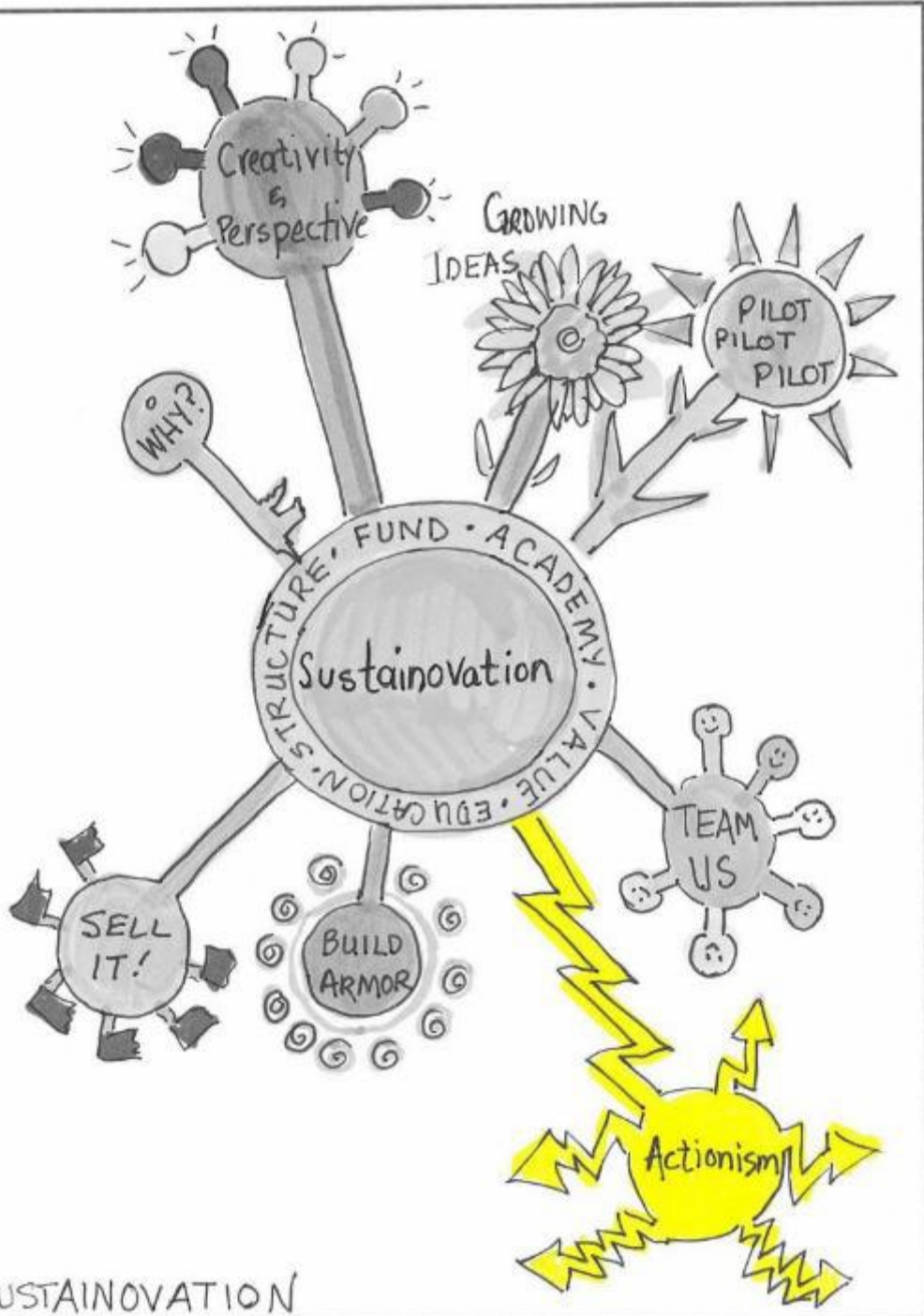
SHINE BY LETTING OTHERS SHINE

HELP OTHERS FIND THEIR PASSIONS
SUPPORT THEM WITH YOUR TIME

A group of Chicago Cubs players in blue jerseys and grey pants are celebrating on a baseball field. They are jumping, shouting, and embracing each other. The background is a large, blurred crowd of spectators. The text "CELEBRATE WINS" is overlaid in large white letters, and "HOW DO YOU CELEBRATE VICTORIES?" is overlaid in smaller white letters below it.

CELEBRATE WINS

HOW DO YOU CELEBRATE VICTORIES?



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RISK

ACTIONISMS

REDEFINE RISK

REWARD



ESTABLISH URGENCY

COMPELLING “WHY”
FEELINGS NOT FACTS

An aerial photograph showing a multi-lane bridge that has partially collapsed into a river. The remaining sections of the bridge are supported by concrete piers. The surrounding area includes green trees, a road, and some industrial or commercial buildings. The text is overlaid on the image.

DOING NOTHING HAS CONSEQUENCES

REDEFINE RISK

**IS THE PAST A GOOD PREDICTOR OF THE
FUTURE?**

YES OR NO?

**DO THE PAST AND THE FUTURE LOOK
ALIKE?**

YES OR NO?

A black and white photograph of a horse-drawn wagon in a rural setting. Two horses are harnessed to the front of a large wooden wagon. A person is visible on the wagon, and another person is standing near the horses. The background shows a simple wooden building with a chimney and a window. The overall scene is historical and rural.

FUTURE LOOKS DIFFERENT THAN THE PAST

150 YEARS AGO



FUTURE LOOKS DIFFERENT THAN THE PAST

140 YEARS AGO

FUTURE LOOKS DIFFERENT THAN THE PAST

80 YEARS AGO

F



E

FUTURE LOOKS DIFFERENT THAN THE PAST

30 YEARS AGO



A microscopic image of several C. elegans worms, showing their characteristic curved, segmented bodies. The worms are translucent and have a distinct internal structure, including a central gut and lateral muscles. The background is a dark, muted blue color.

FUTURE LOOKS DIFFERENT THAN THE PAST

C. ELEGANS

A person is holding a large, dark coin with an eagle design. The coin is the central focus, and the person's hands are visible holding it. The background is dark and out of focus, showing some green and yellow elements.

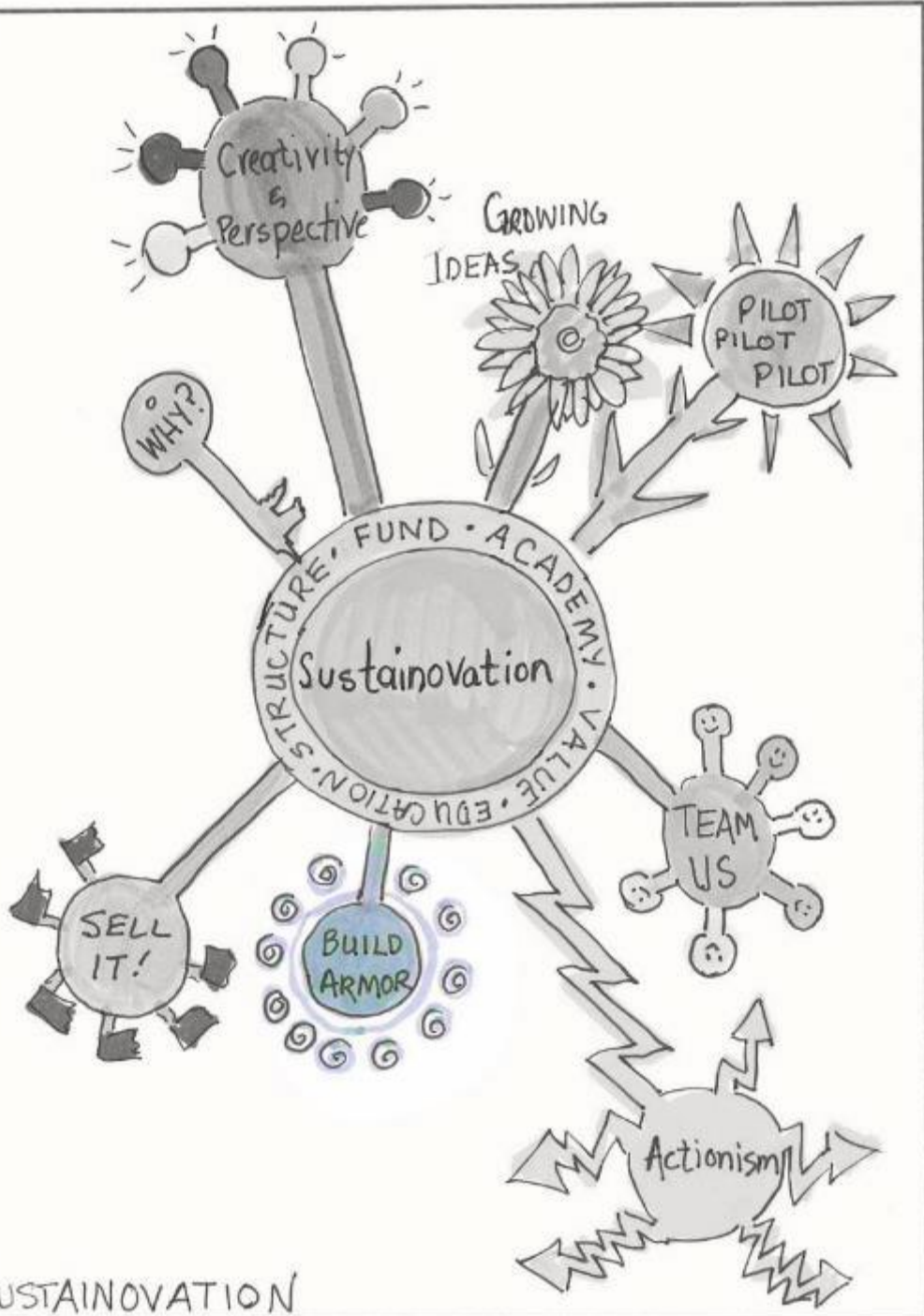
FLIP IT

TURN DISADVANTAGES INTO ADVANTAGES



TROY, MI

|



CREATIVITY

WHY?

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PILOT. PILOT. PILOT.

Sustainovation

IMPLEMENT

TEAM US

ACTIONISMS

BUILD YOUR ARMOR

SELL IT!



BUILD YOUR PERSONAL ARMOR

EXPECT RESISTANCE

NEVER BE AFRAID TO GET FIRED

LOSE THE FEAR OF FAILURE

YOU'RE FIRED!

ASK FORGIVENESS, NOT PERMISSION

YOU WERE HIRED...

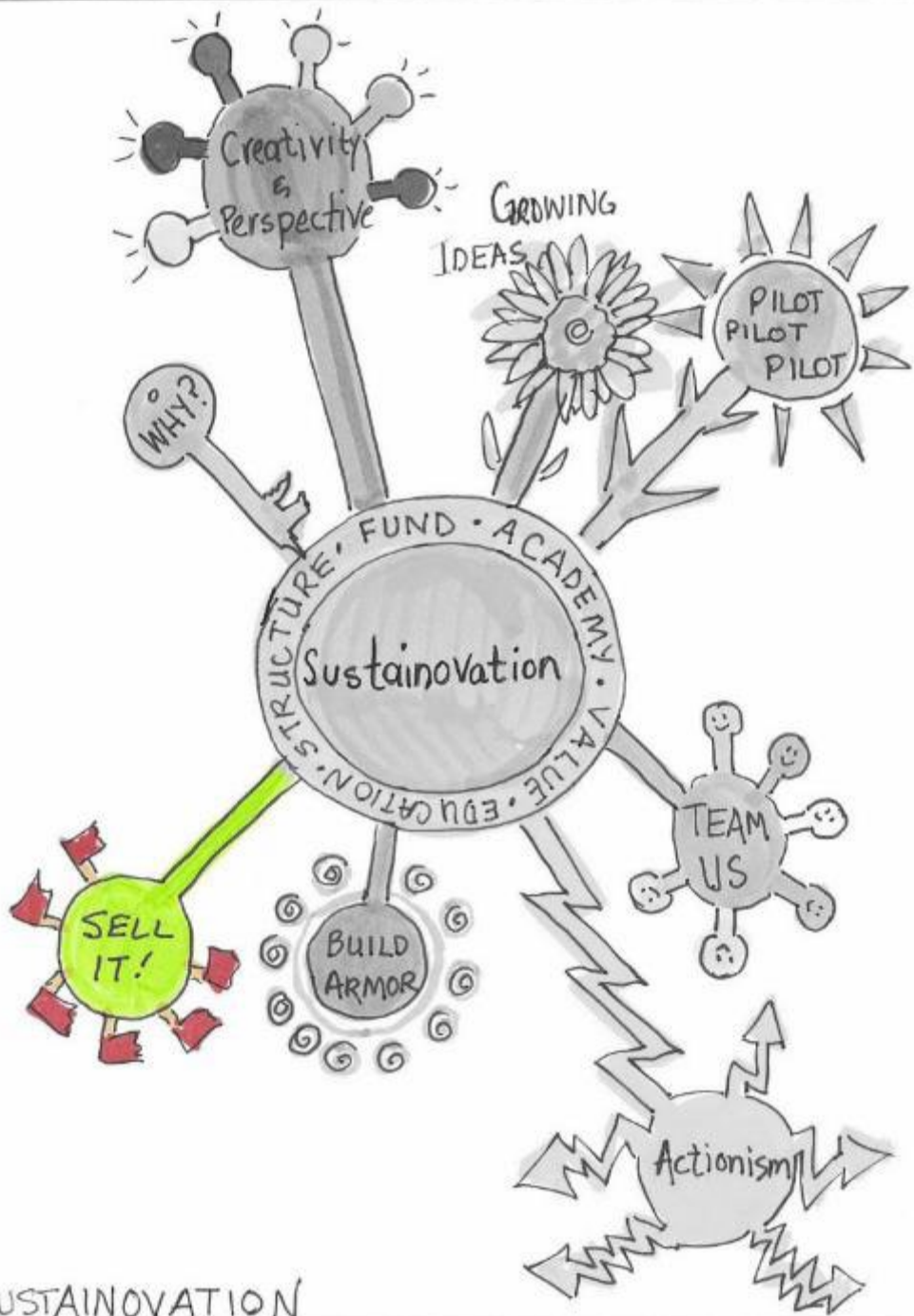
QUIT ASKING PERMISSION TO DO YOUR JOB



A man with curly hair, wearing a black hoodie and black pants, is captured in a wide-legged, expressive pose on a sidewalk. He holds a blue umbrella in his right hand, which is extended to the left. His left arm is also extended to the right, with his hand flat. The background is a blurred outdoor setting with green grass and a building. The overall tone is dramatic and artistic.

HATERS GONNA HATE

TAYLOR SWIFT RULE



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SUSTAINOVATION



BECOME A STORYTELLER

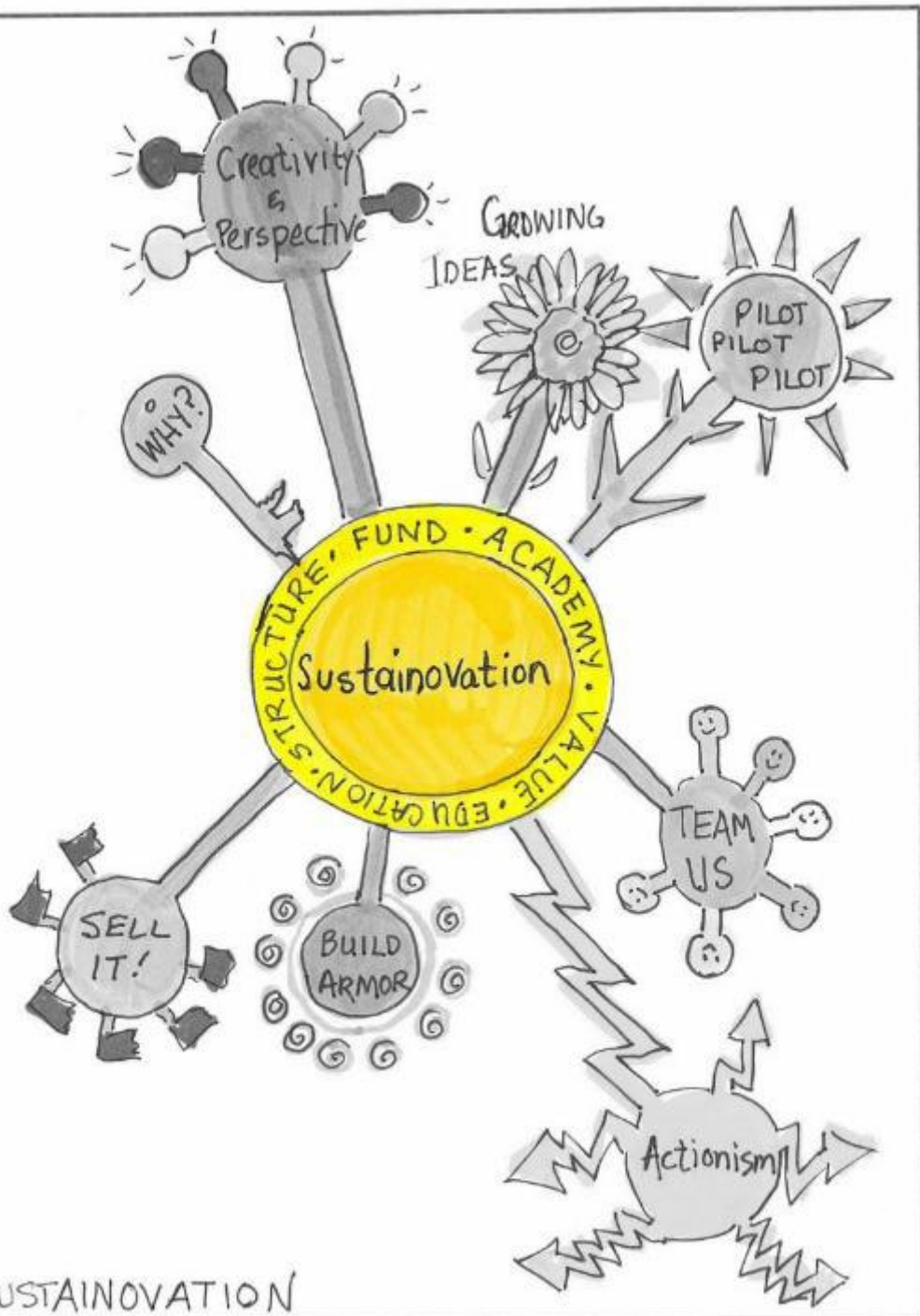
ENGAGE EMOTIONS

DEVELOP A NARRATIVE

SPEAK LIKE A HUMAN

A blurred background image showing several business professionals in suits walking away from the camera. The image is out of focus, emphasizing movement and a fast-paced environment. The text is overlaid in the center.

BE BRIGHT. BE BRIEF. BE GONE.



Sustainovation

A silhouette of a person jumping over a gap between two rock formations at sunset. The sun is low on the horizon, creating a warm orange and yellow glow. The person is in mid-air, with arms outstretched, symbolizing triumph and overcoming challenges.

THRIVING THROUGH CHANGE

**THANK
YOU!**

NICK KITTLE

SUSTAINOVATION

WWW.SUSTAINOVATION.US

CONNECT ON LINKEDIN



Nick Kittle

Government Performance and Innovation Coach,
CEO, Keynote, Trainer & #1 Best-Selling Author

