

THE POWER OF **Sustainovation**

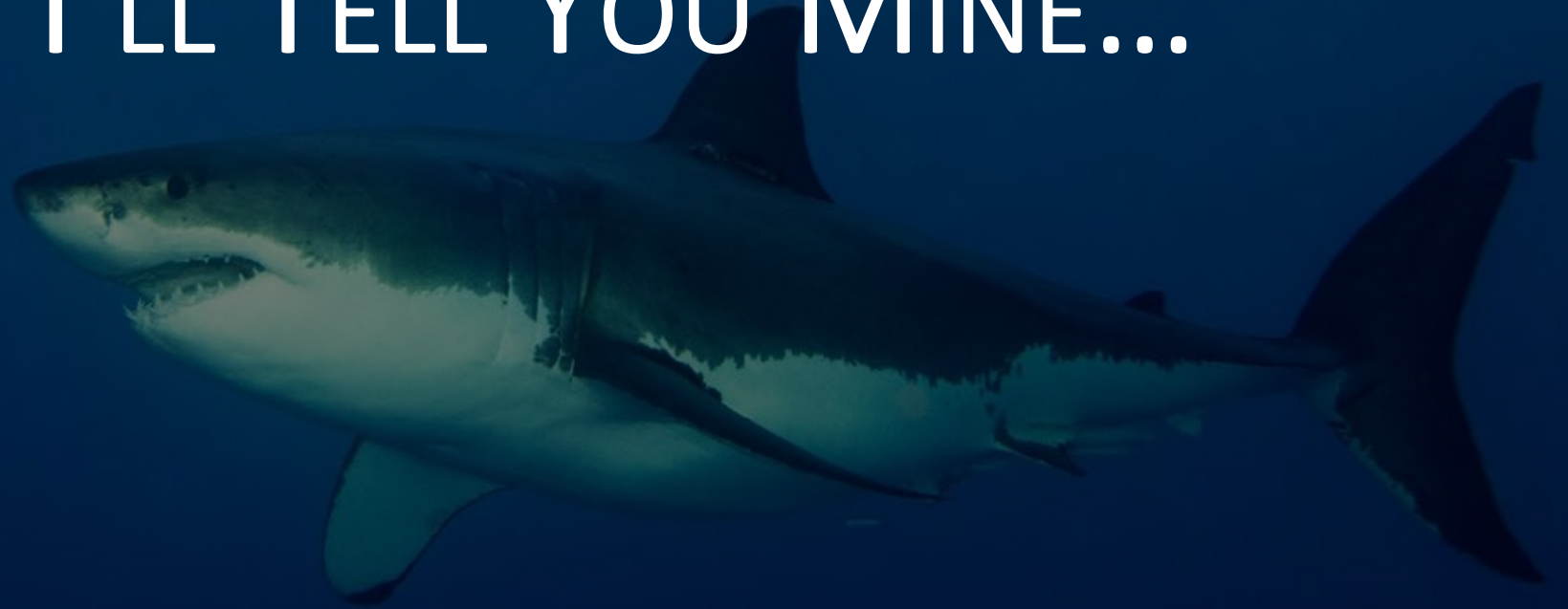


NICK KITTLE
GOVERNMENT PERFORMANCE AND
INNOVATION COACH

A close-up, slightly low-angle shot of a clown's face. The clown has pale, textured skin, dark, exaggerated eyebrows, and a wide, open mouth showing sharp teeth. The clown is wearing a white ruffled collar. The background is dark and out of focus. The text "TELL ME YOUR FEARS..." is overlaid in white, sans-serif font across the center of the face.

TELL ME YOUR FEARS...

AND I'LL TELL YOU MINE...





#1 Corruption of government officials





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



WE FEAR WHAT WE DON'T UNDERSTAND.

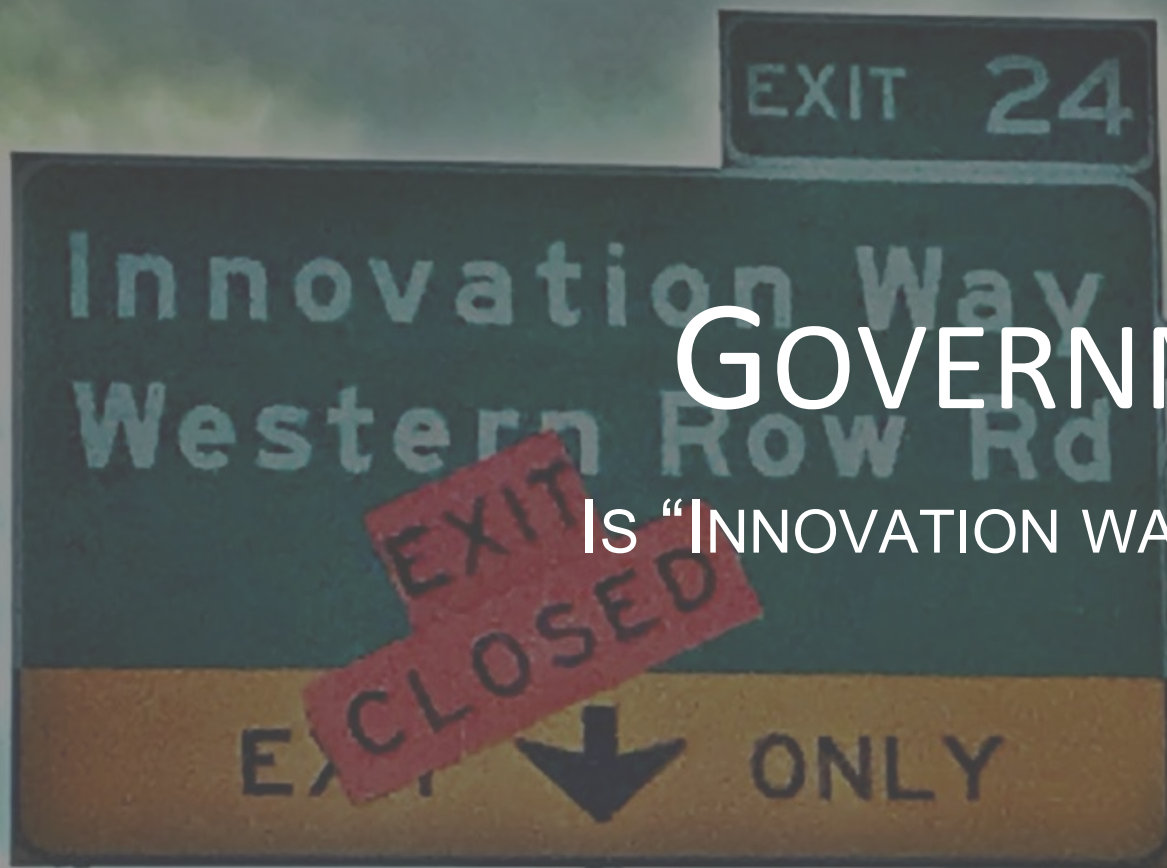
A person with short dark hair, wearing a black t-shirt and a white wristband, is seen from the back, reaching up to draw on a white brick wall with a red marker. They are drawing a large, stylized red figure that resembles a person with a large head, two small circles for eyes, and a simple body. To the left of the figure, the word "No" is written in large, red, cursive letters. The overall scene is dimly lit, with the red drawing standing out against the white wall.

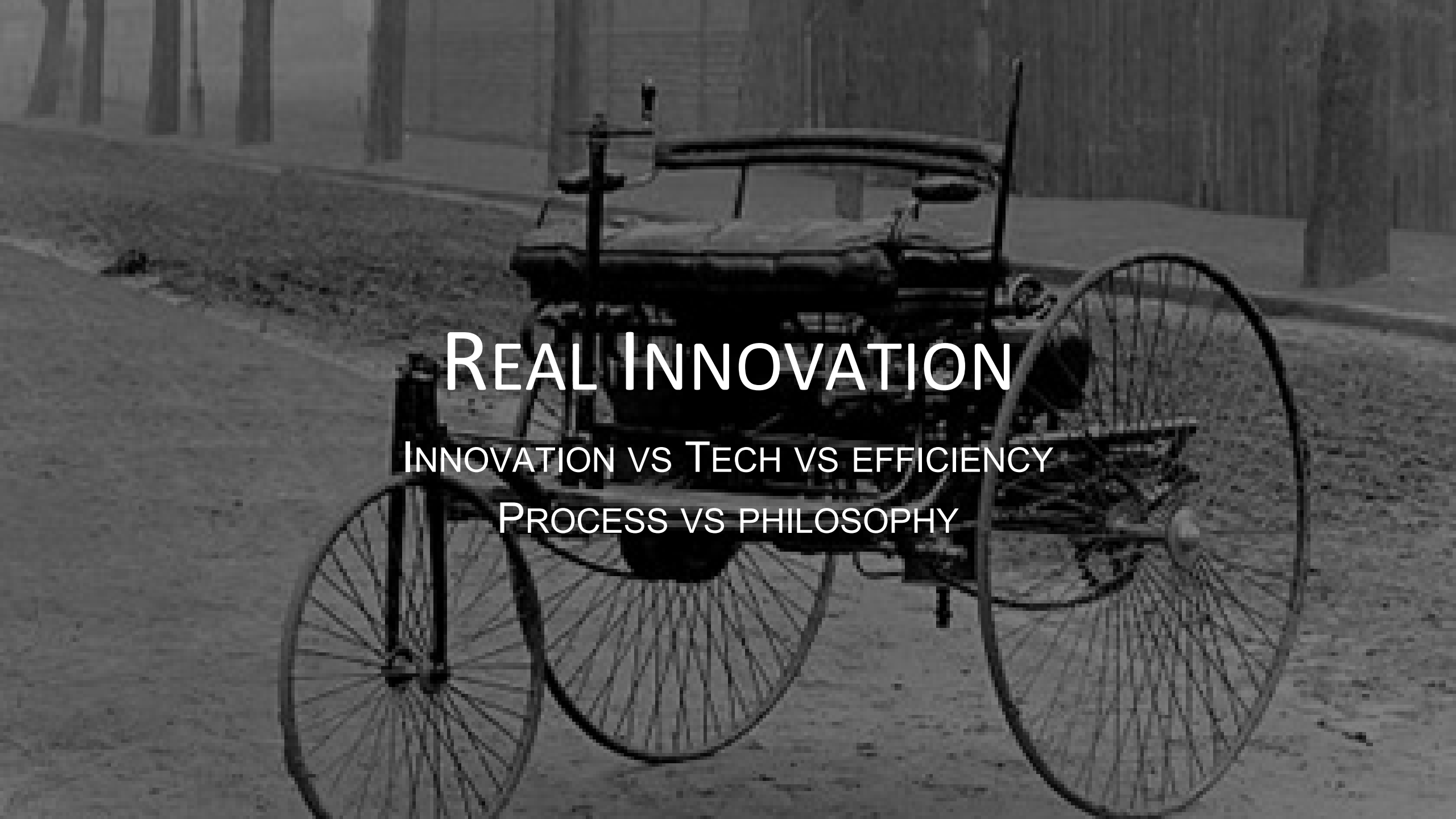
TRUE ENEMY

APATHY

GOVERNMENT

Is "INNOVATION WAY" CLOSED?





REAL INNOVATION

INNOVATION VS TECH VS EFFICIENCY

PROCESS VS PHILOSOPHY



WHY IS INNOVATION HARD?

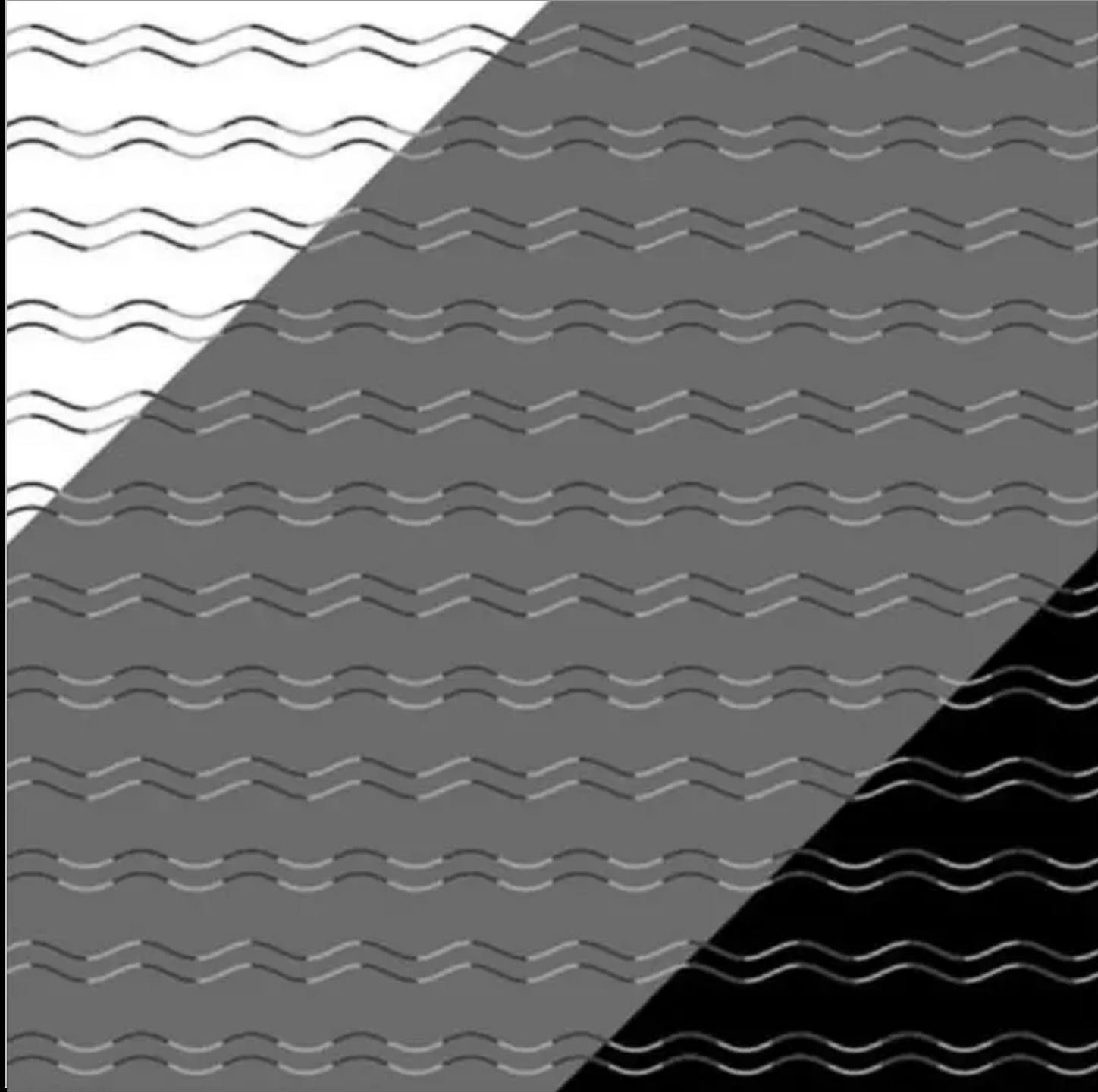
“RIVER OF OUR EXPERIENCE”

BRAIN GETS LOCKED INTO PATTERNS

An aerial photograph of a vast, arid landscape. The ground is a mix of light brown and tan colors, heavily textured with a grid of deep, dark, winding cracks that form a complex pattern across the entire scene. The perspective is from a high angle, looking down on the terrain. The sky is a pale, hazy blue, visible at the very top of the frame.

EXPERIENCE

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



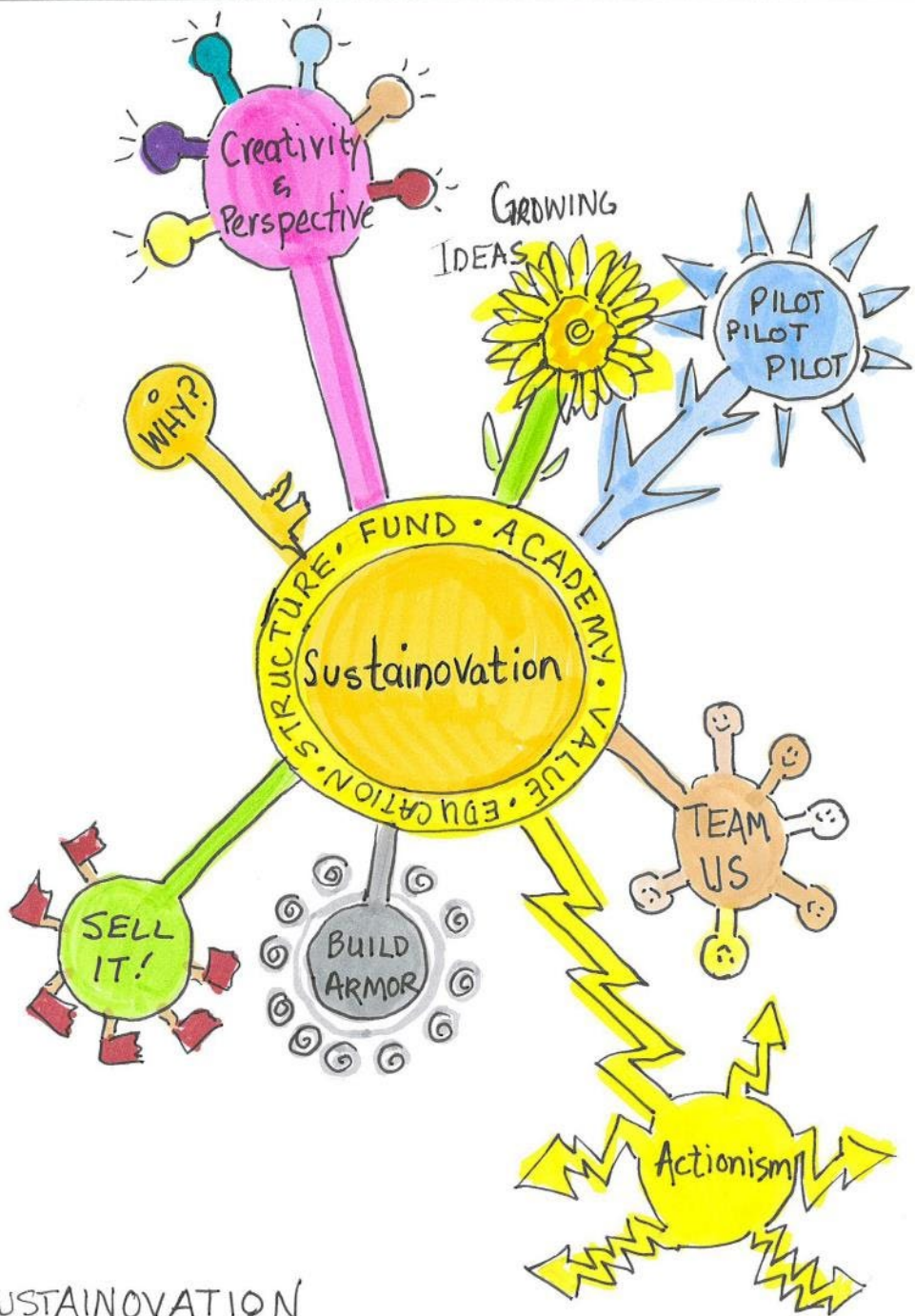
A black and white photograph of a field of clovers. The majority of the clovers are in grayscale, creating a textured, monochromatic background. In the bottom left corner, a single clover is a vibrant, saturated green, standing out as the focal point of the image. The text "INNOVATION IS CREATIVITY IMPLEMENTED" is overlaid in white, uppercase letters across the center of the image.

INNOVATION IS CREATIVITY IMPLEMENTED



SUSTAINOVATION

INGREDIENTS IN YOUR KITCHEN



CREATIVITY

WHY?

PERSPECTIVE

GROWING IDEAS

PILOT. PILOT. PILOT.

Sustainovation

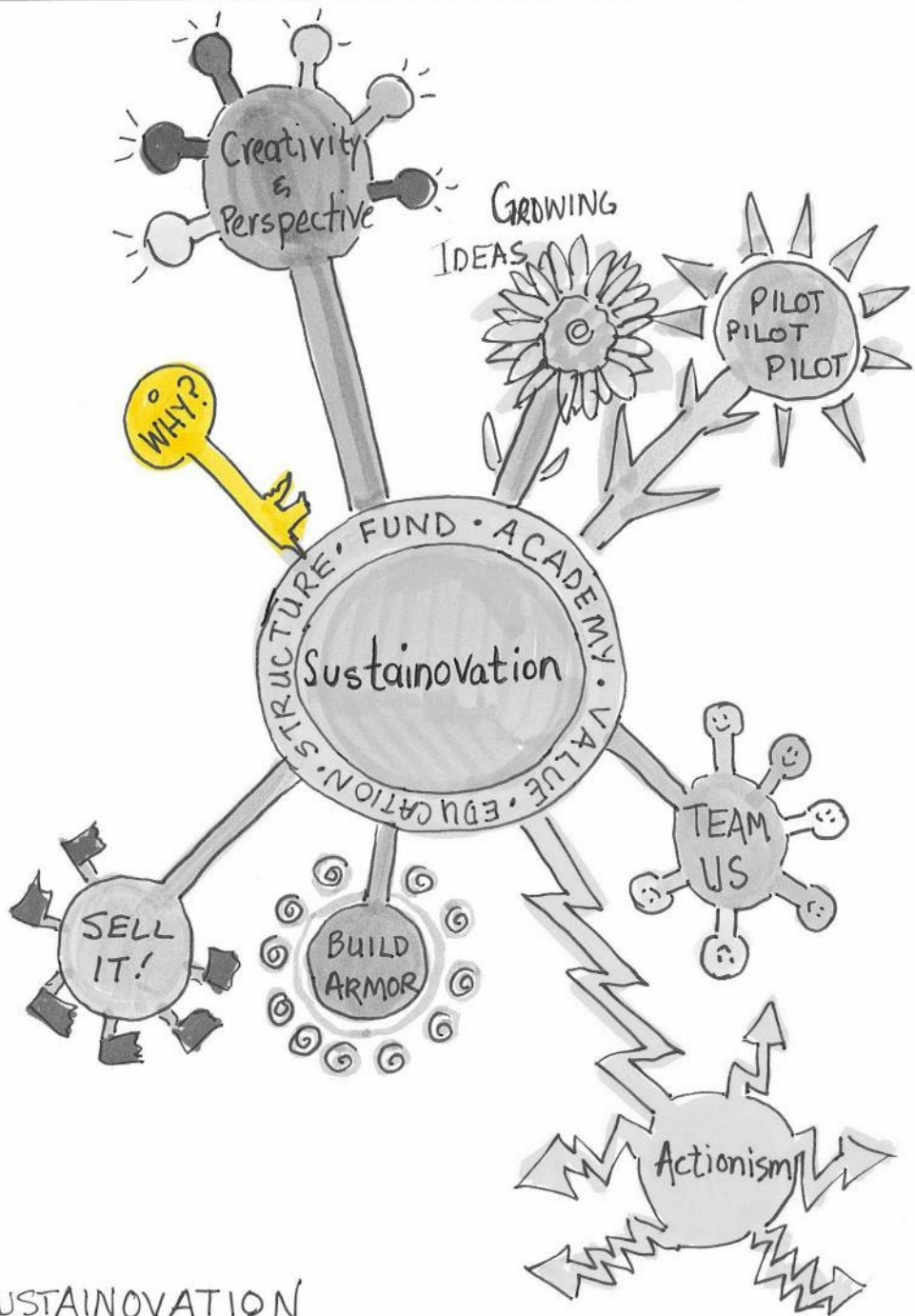
IMPLEMENT

TEAM US

ACTIONISMS

BUILD YOUR ARMOR

SELL IT!



CREATIVITY

WHY?

PERSPECTIVE

GROWING IDEAS

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Sustainovation

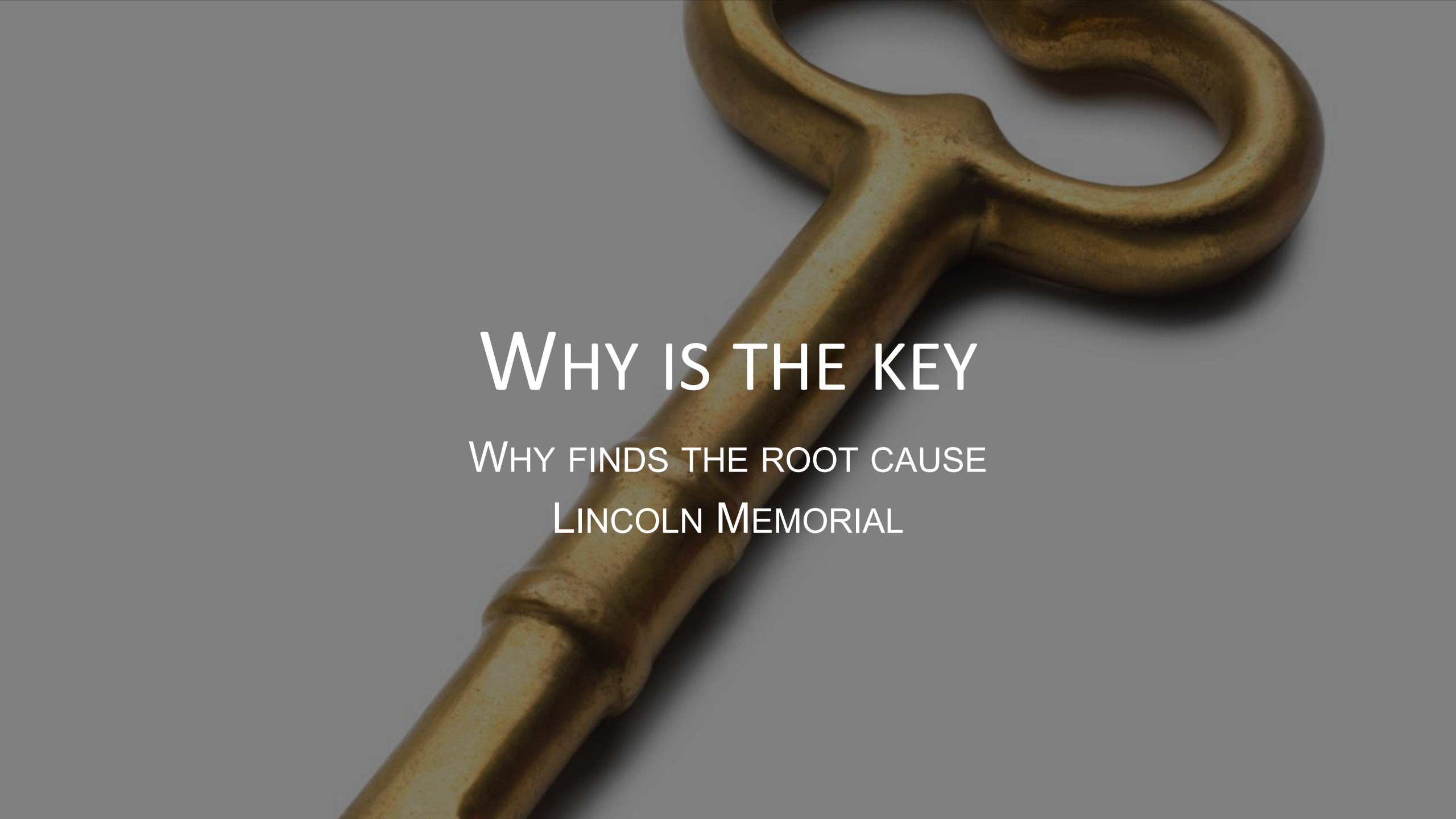
IMPLEMENT

TEAM US

ACTIONISMS

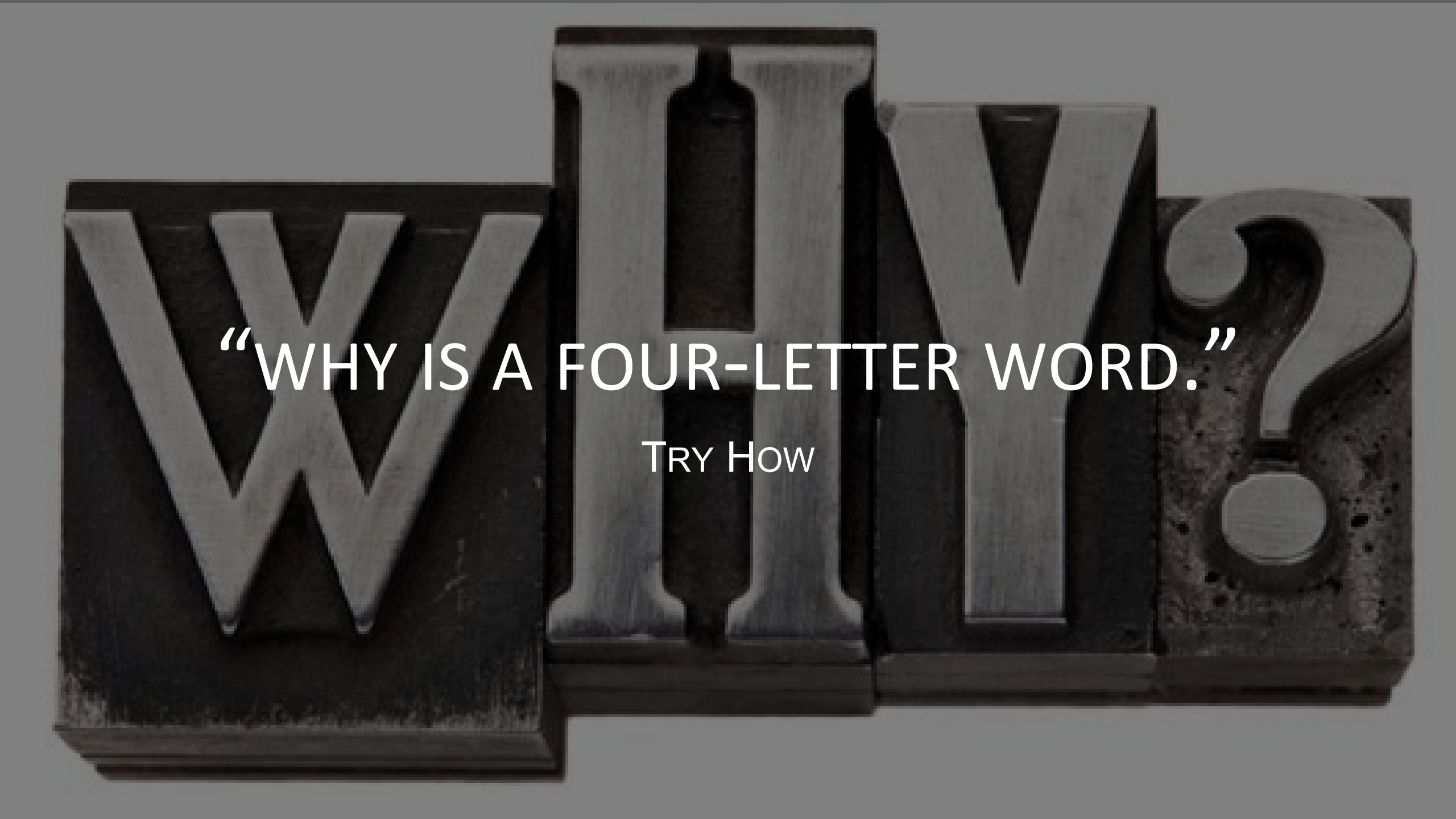
BUILD YOUR ARMOR

SELL IT!



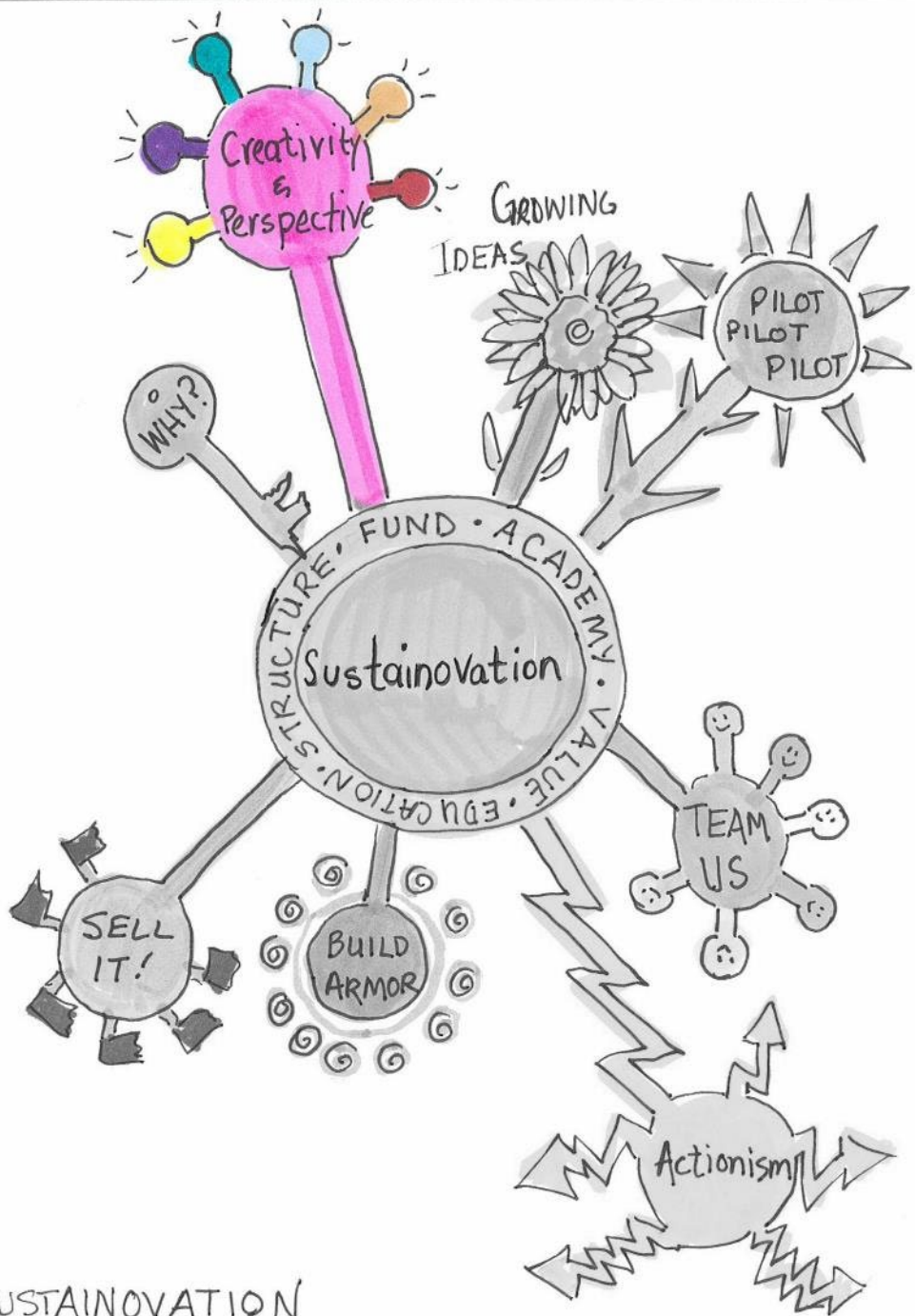
WHY IS THE KEY

WHY FINDS THE ROOT CAUSE
LINCOLN MEMORIAL



“WHY IS A FOUR-LETTER WORD.”

TRY HOW



CREATIVITY

WHY?

PERSPECTIVE

GROWING IDEAS

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Sustainovation

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SELL IT!



CHANGE PERSPECTIVES

LENS ON LIFE

NASA STUDY ON CREATIVITY

A black and white photograph of a young girl running on a beach. She is captured in mid-stride, with her arms outstretched and her hair flying. She is wearing a dark, ruffled swimsuit. In the background, a long pier extends into the ocean under a cloudy sky. The text "CHILDLIKE WONDER" is overlaid in the center of the image.

CHILDLIKE WONDER

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. The background is a gradient of colors from a sunset or sunrise, with a warm orange glow near the horizon transitioning into a darker, muted purple and blue at the top. The text is overlaid on this background.

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?

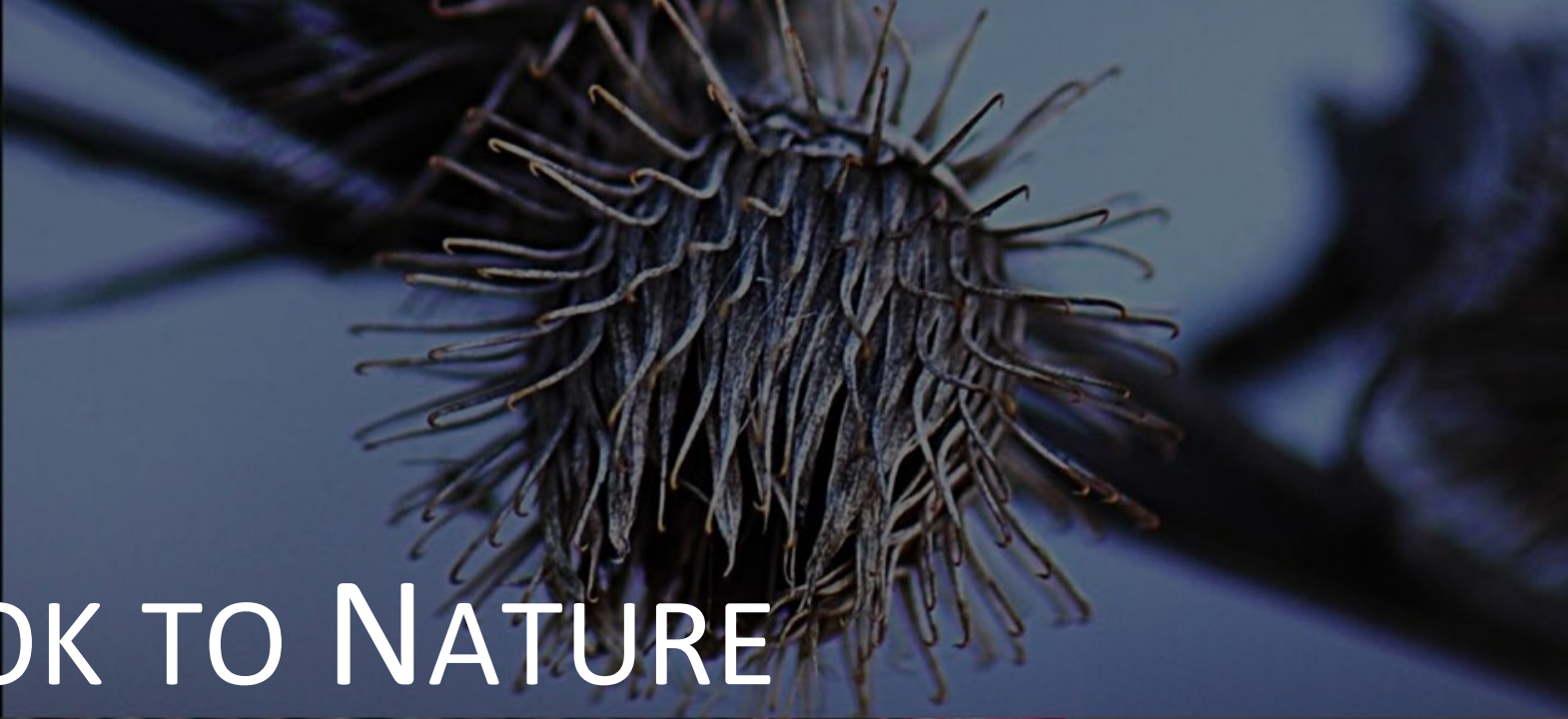
HOW LONG DOES IT LAST?

A dark blue background with a bright, jagged lightning bolt striking from the top left towards the bottom center. The bolt is white and yellow, with several smaller, fainter bolts branching out from the main one.

FORCE CONNECTIONS

ASK EXTREME QUESTIONS TO REFRAME AN ISSUE

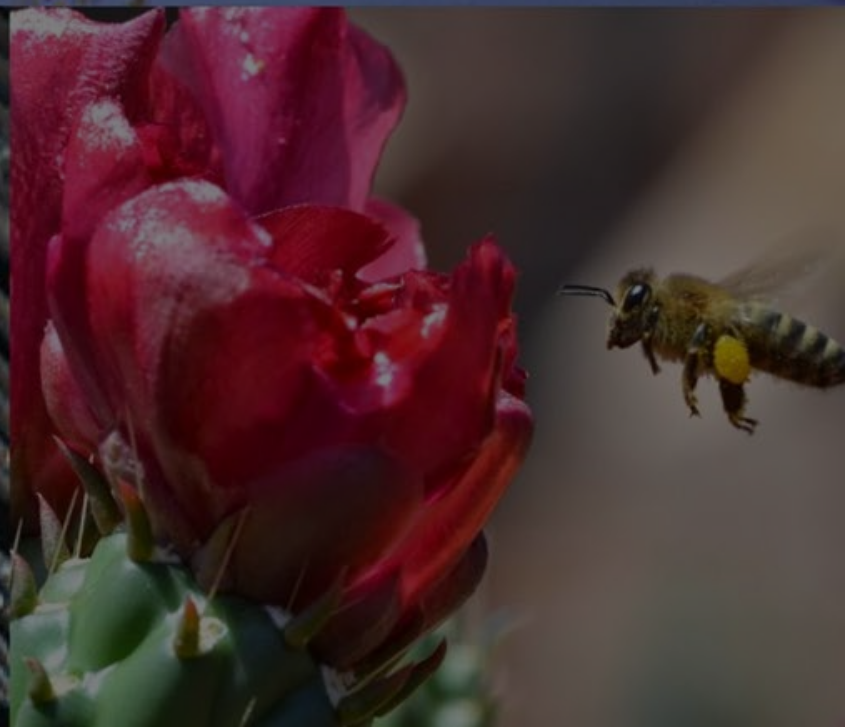
CONNECT TO A RANDOM OBJECT



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 wildflowers. The cow has a white body with large black patches and a white face with black markings around its eyes. It is looking towards the camera. In the background, there is a line of green trees under a blue sky with scattered white clouds.

BOVILEXIA

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

A close-up, slightly blurred photograph of an elevator control panel. A hand is visible on the right side, with the index finger pressing a green circular button. Above this button are two white circular buttons with the numbers '3' and '4'. Below the green button are several other white buttons, some with numbers and some with symbols. The background is dark and out of focus.

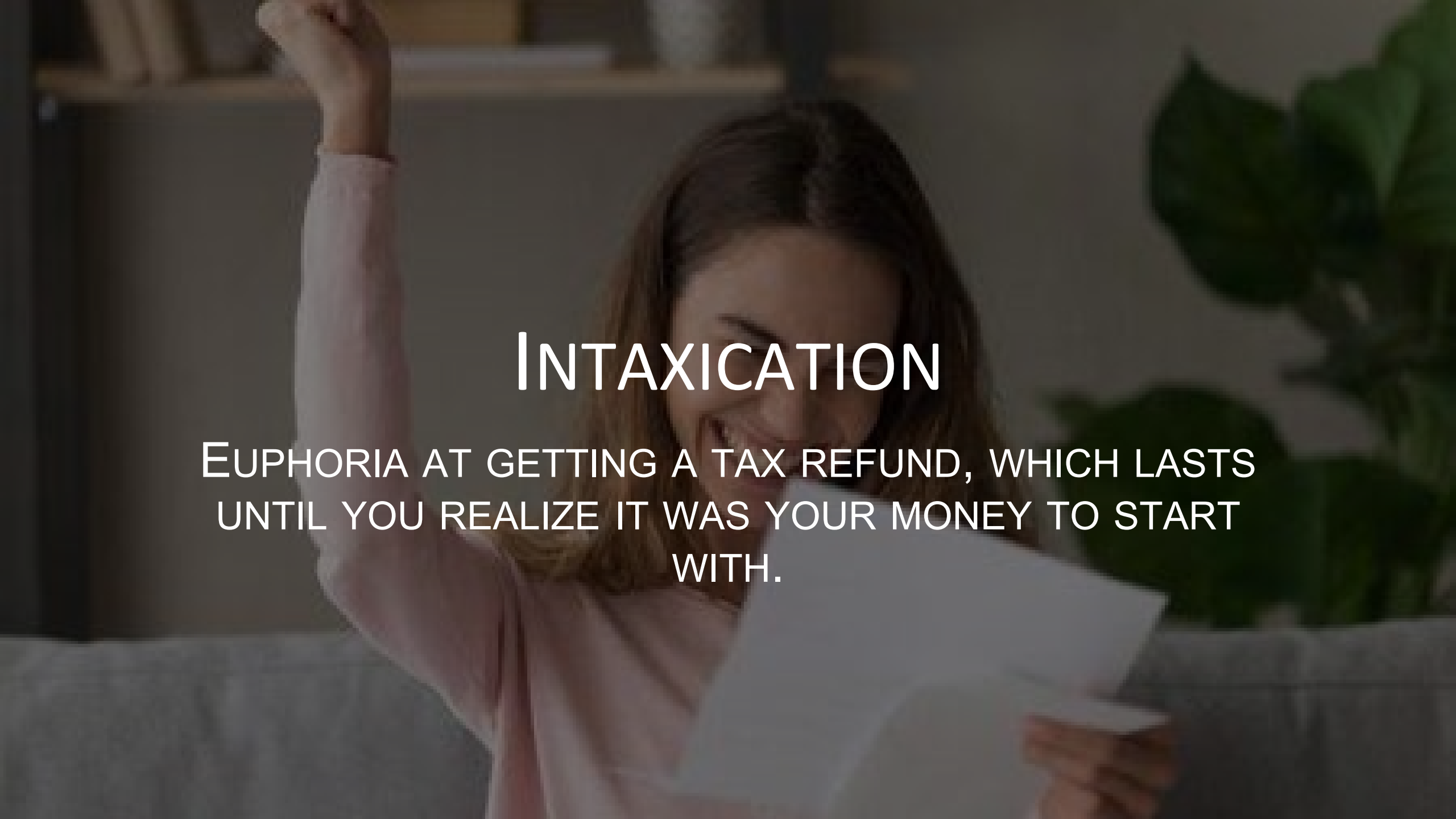
ELLECELLERATION

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

EXPRESSHOLE

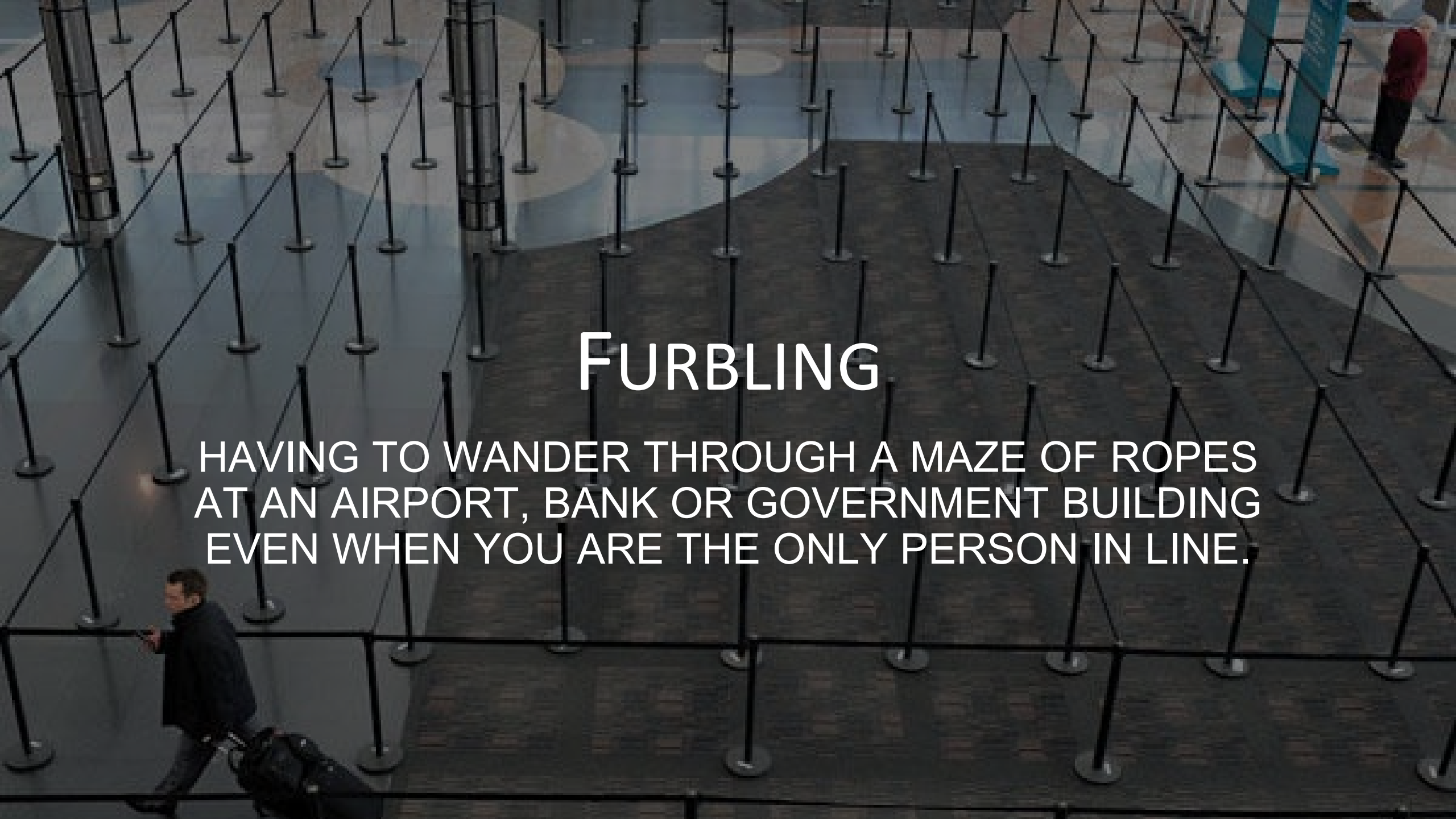
THE PERSON WITH MORE THAN 10 ITEMS IN THE
10 ITEM OR LESS LINE



A woman with long brown hair, wearing a light pink long-sleeved shirt, is smiling broadly and holding up a large white envelope or document. Her right arm is raised in the air. The background is slightly blurred, showing a wooden shelf with books and a green plant. The entire image has a dark, semi-transparent overlay.

INTAXICATION

EUPHORIA AT GETTING A TAX REFUND, WHICH LASTS
UNTIL YOU REALIZE IT WAS YOUR MONEY TO START
WITH.

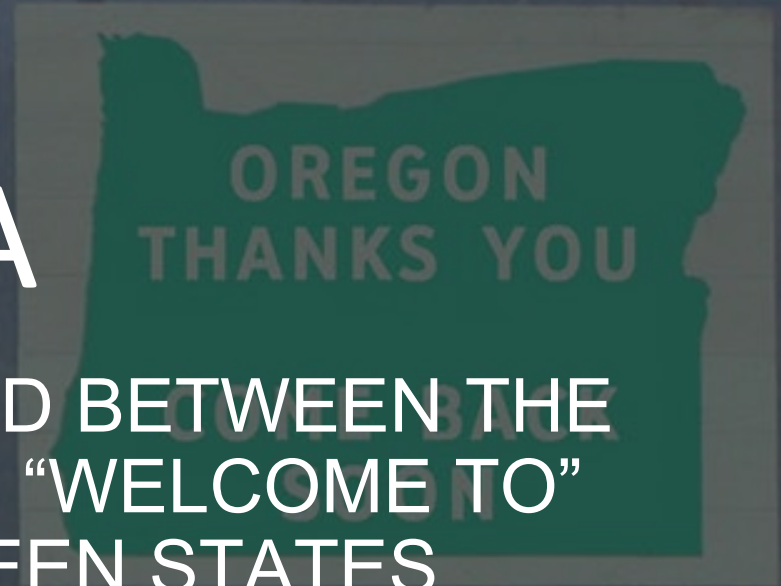
A high-angle, wide shot of a large, empty hall with a polished floor. The floor is covered with a complex, winding pattern of black stanchions connected by black ropes, creating a maze-like structure. In the bottom left corner, a man in a dark jacket is walking, pulling a black suitcase. In the top right corner, a person in a red shirt is standing near a blue structure. The overall atmosphere is one of isolation and complexity.

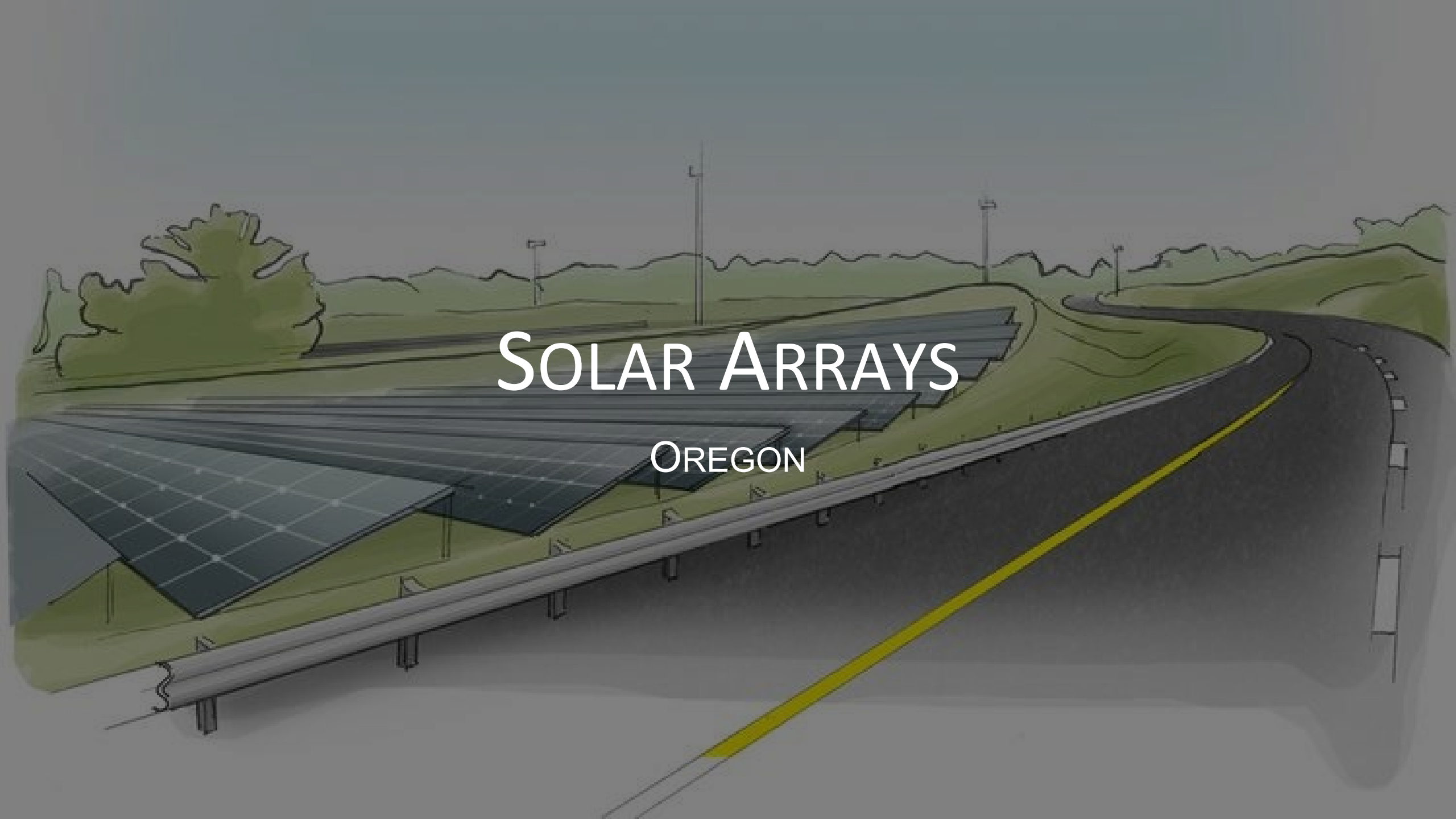
FURBLING

HAVING TO WANDER THROUGH A MAZE OF ROPES
AT AN AIRPORT, BANK OR GOVERNMENT BUILDING
EVEN WHEN YOU ARE THE ONLY PERSON IN LINE.

GAPIANA

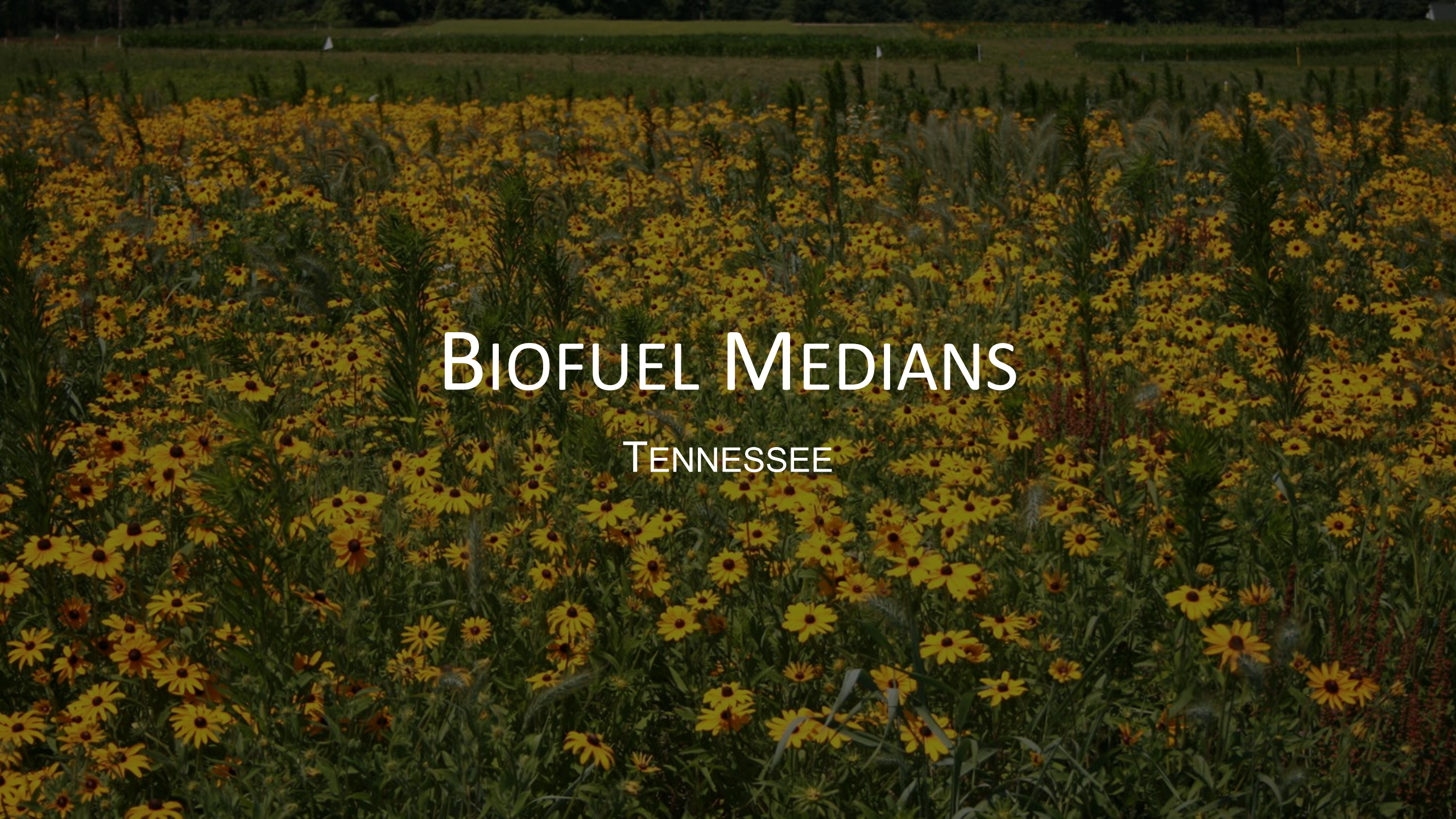
THE UNCLAIMED STRIP OF LAND BETWEEN THE
“YOU ARE NOW LEAVING” AND “WELCOME TO”
SIGN AS YOU PASS BETWEEN STATES





SOLAR ARRAYS

OREGON

A wide-angle photograph of a field filled with numerous yellow flowers, likely Black-eyed Susans, with dark brown centers. The flowers are densely packed and interspersed with green foliage. In the background, a flat, green field extends to a distant treeline under a dark sky. The overall lighting is somewhat dim, suggesting an overcast day or late afternoon. The text 'BIOFUEL MEDIANS' and 'TENNESSEE' is overlaid in white, sans-serif font in the center of the image.

BIOFUEL MEDIANS

TENNESSEE



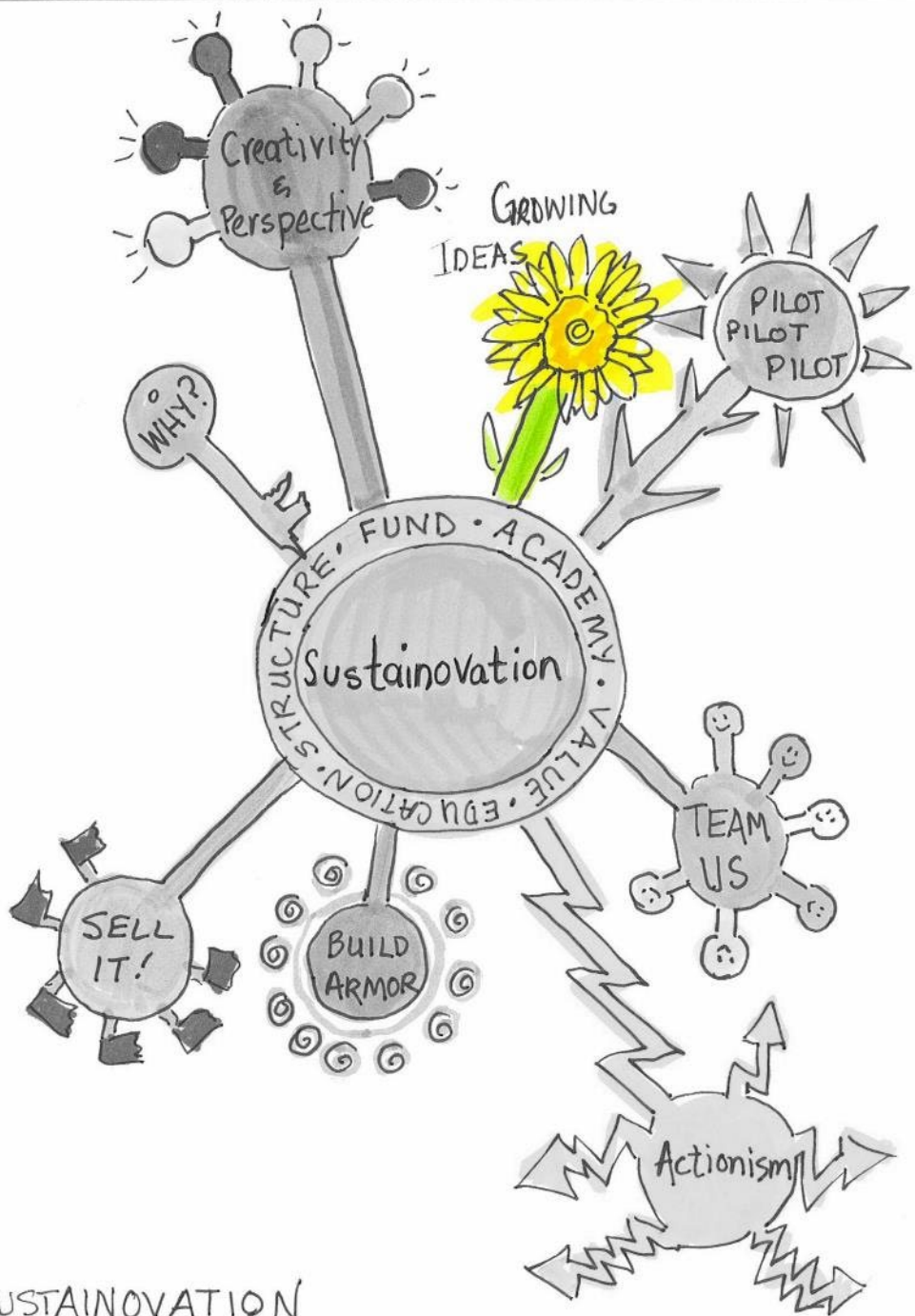
POCKET PARK BIOSWALES

WASHINGTON



SUSTAINOVATION

WORDS HAVE POWER



CREATIVITY

WHY?

PERSPECTIVE

GROWING IDEAS

PILOT. PILOT. PILOT.

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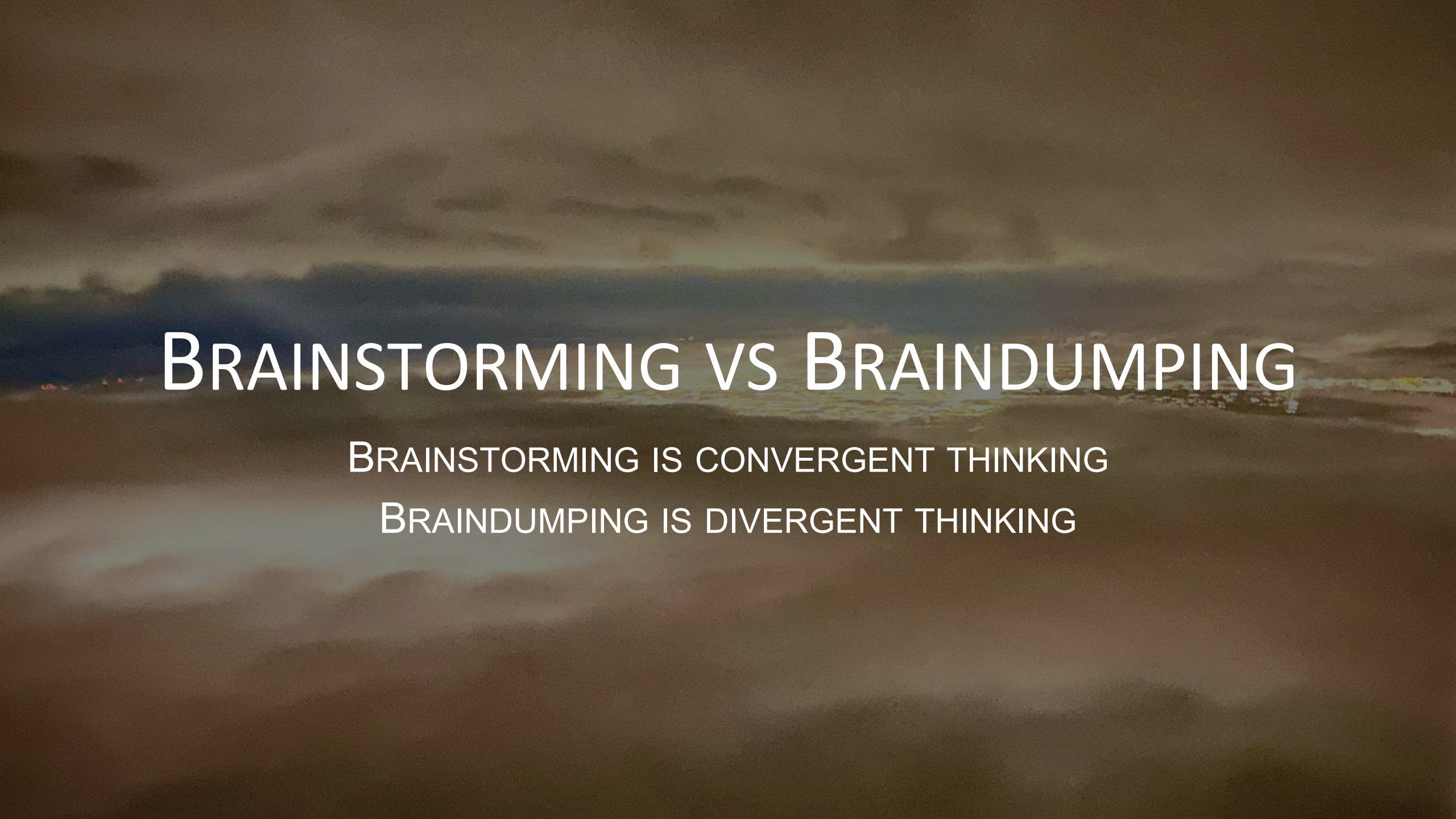
IMPLEMENT

TEAM US

ACTIONISMS

BUILD YOUR ARMOR

SELL IT!



BRAINSTORMING VS BRAINDUMPING

BRAINSTORMING IS CONVERGENT THINKING

BRAINDUMPING IS DIVERGENT THINKING



GROWING THE BEST IDEAS

FLOWER VS WEED

PLUCK IDEAS CAREFULLY

NETHERLANDS EXAMPLE



RAIN vs SUN

REACT. ASSUME. INSIST.

SUSPEND. UNDERSTAND. NURTURE.

SLOW DOWN TO GO FAST

ONE WEEK

ALLOW INPUT

ADD NEW IDEAS

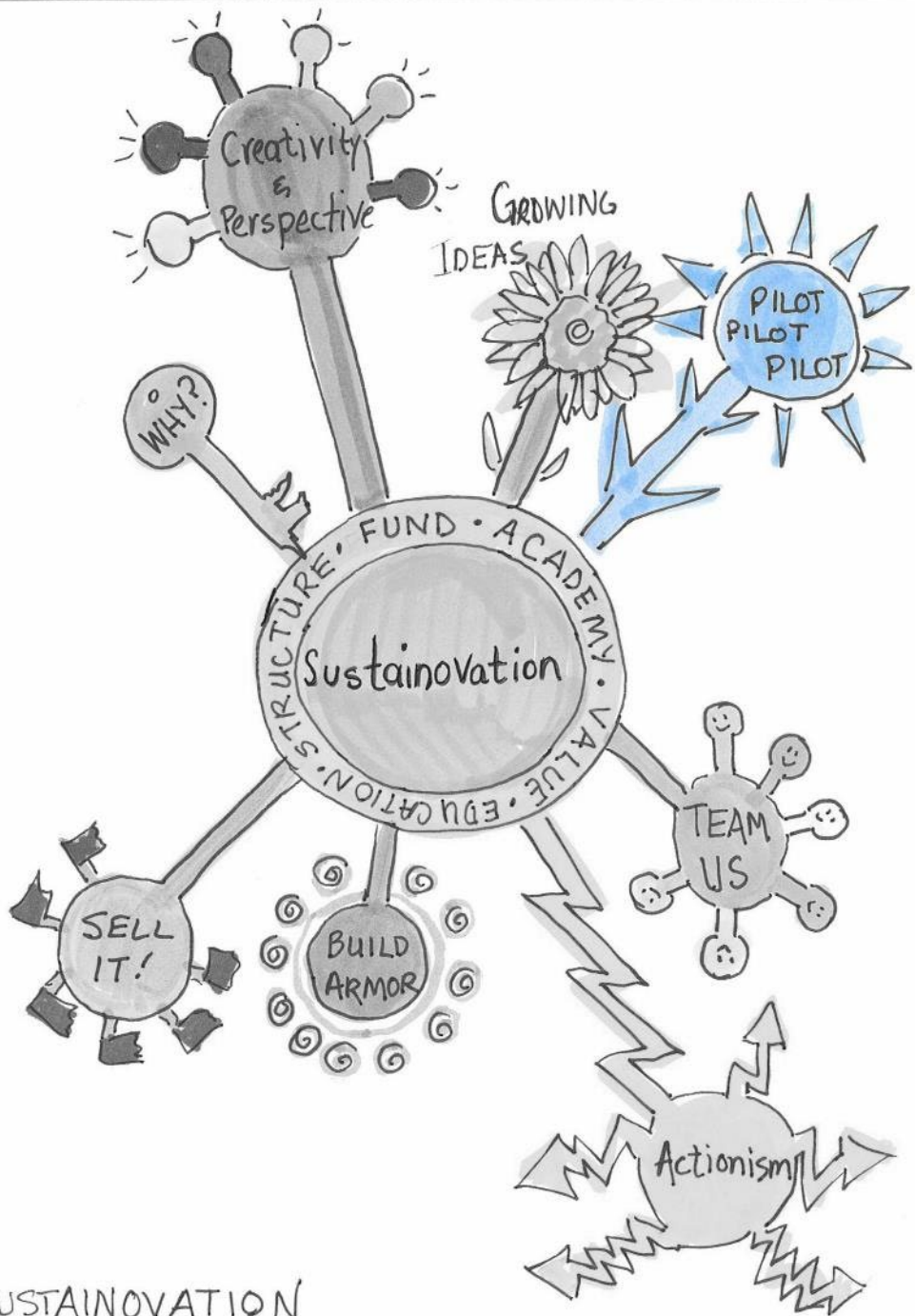


BUILD AND BREAK

BUILD IDEA

BREAK IDEA

BUILD IDEA AGAIN



CREATIVITY

WHY?

PERSPECTIVE

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PILOT. PILOT. PILOT.

Sustainovation

IMPLEMENT

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ACTIONISMS

BUILD YOUR ARMOR

SELL IT!

A high-angle, slightly blurred photograph of a lush green grassy field. Numerous paper airplanes, mostly white and light blue, are scattered across the grass, some lying flat and others slightly propped up. The lighting is bright, creating soft shadows. The overall mood is one of freedom and playfulness.

PILOTS LET YOU FLY

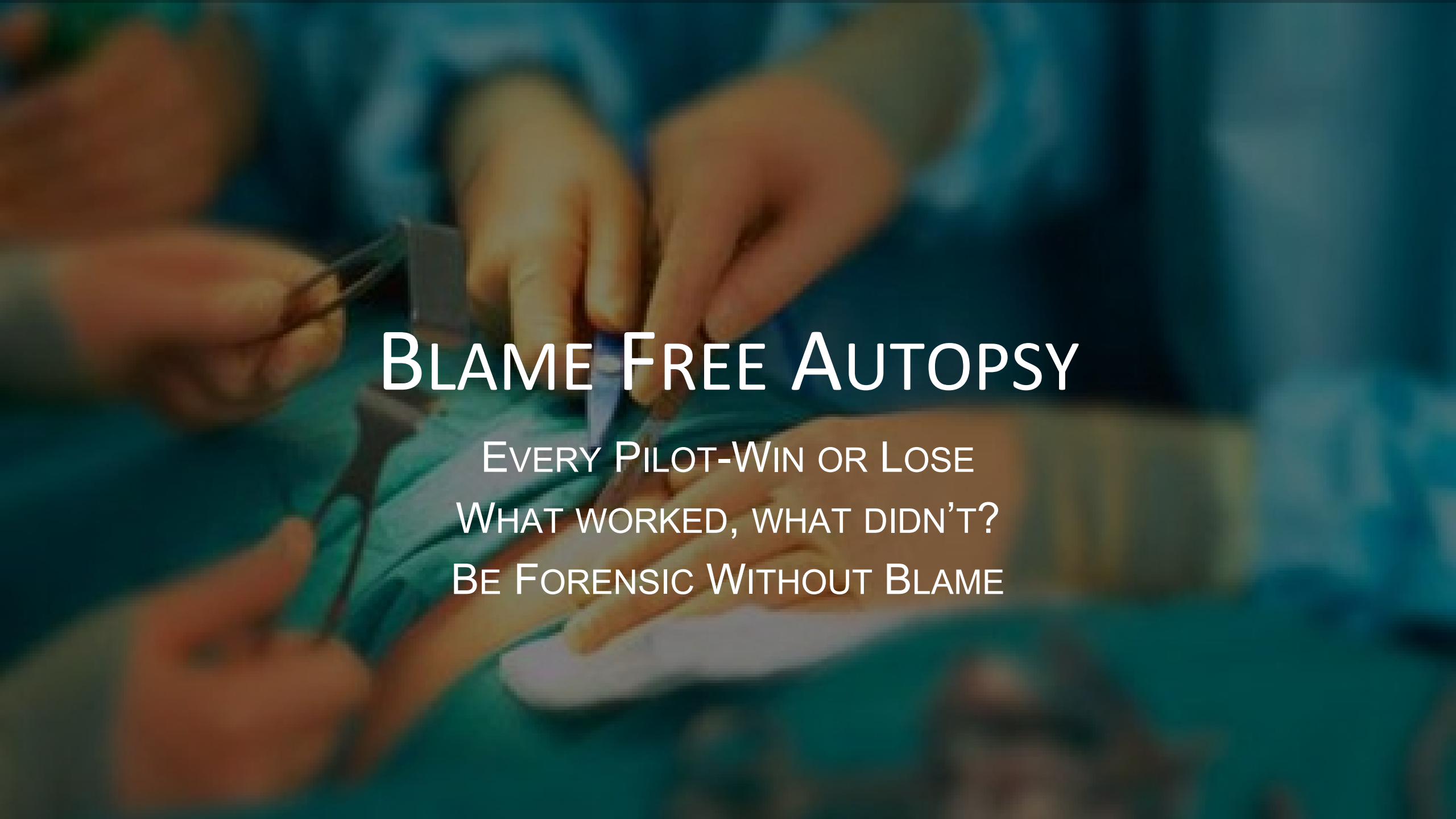
PILOT EVERYTHING

PILOTS DON'T FAIL

ADJUST DURATION SIZE OR SCOPE

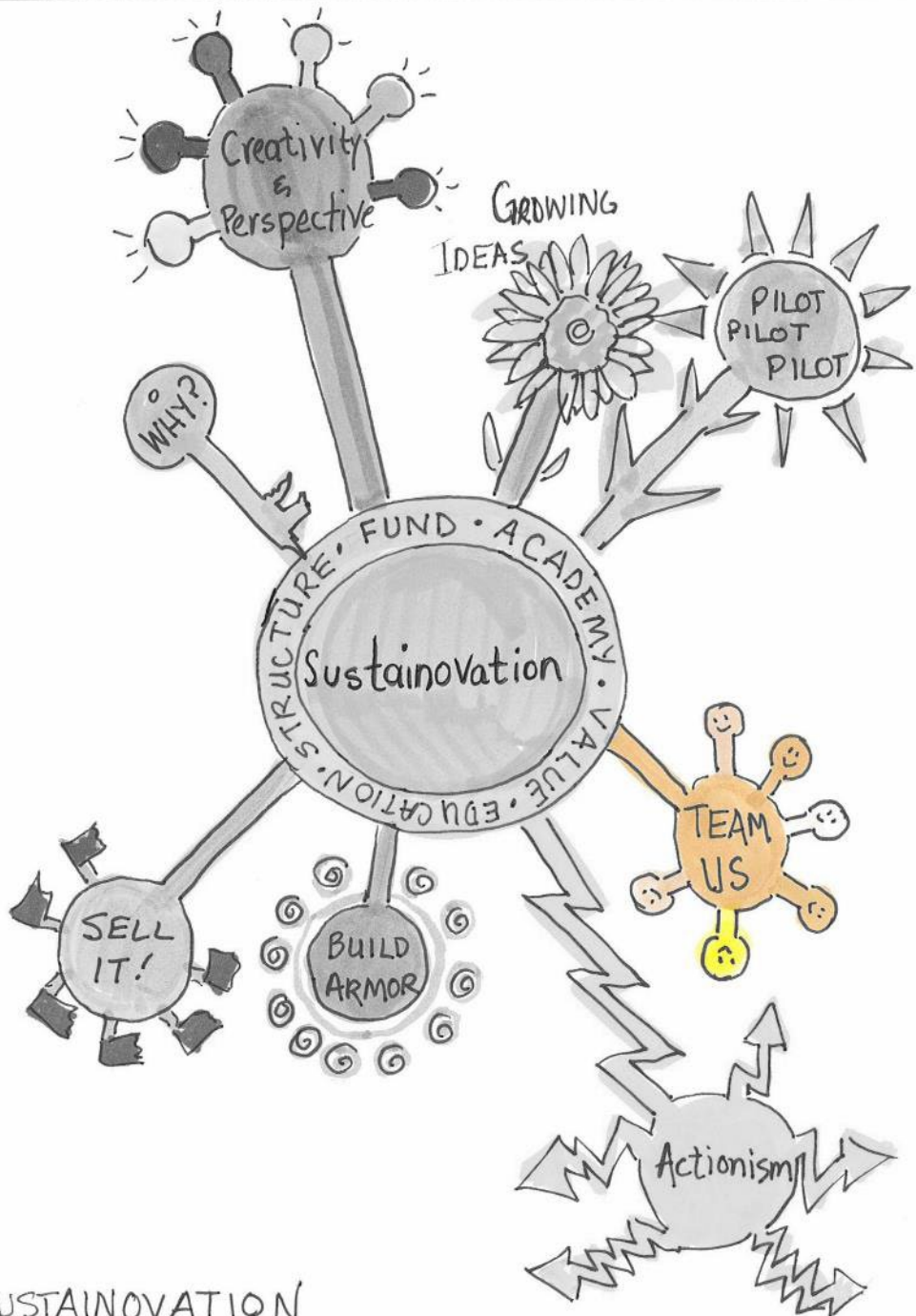


MEASURE.
MAKE IT MATTER.
AND *BE HONEST* ABOUT RESULTS.
INNOVATION CURRENCY

A blurred background image showing a medical procedure, likely an autopsy, with hands and surgical instruments visible. The image is overlaid with white text.

BLAME-FREE AUTOPSY

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



CREATIVITY

WHY?

PERSPECTIVE

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PILOT. PILOT. PILOT.

Sustainovation

IMPLEMENT

TEAM US

ACTIONISMS

BUILD YOUR ARMOR

SELL IT!

A group of hands, some wearing watches, are holding a circular logo. The logo features the text 'ADAMS COUNTY SUSTAINABLE' around a central leaf symbol. The hands are positioned around the logo, creating a sense of unity and teamwork.

TEAM US

LEAD BY INFLUENCE

THAT WHICH UNITES US IS GREATER THAN THAT WHICH DIVIDES US

A RISING TIDE LIFTS ALL BOATS



“OUR DIFFERENCES ARE NOT INTENDED TO
SEPARATE, TO ALIENATE. WE ARE DIFFERENT
PRECISELY IN ORDER TO REALIZE OUR NEED OF
ONE ANOTHER.”

ARCHBISHOP DESMOND TUTU

A silhouette of a person with curly hair, seen from behind, with their arms outstretched horizontally. They are standing on a dark, silhouetted hill or cliff. The background is a warm, golden-brown sunset or sunrise sky, with the sun positioned directly behind the person's head, creating a bright lens flare effect. In the distance, there are silhouettes of mountains and a body of water with some small, distant landmasses.

CONNECT PEOPLE WITH PASSION

“WHAT’S YOUR PASSION?”

A close-up photograph of several hands of different skin tones (light, medium, and dark brown) stacked on top of each other in a circular arrangement. The hands are positioned as if they are supporting each other, with fingers interlaced or resting on the backs of the hands below. The background is a plain, light gray. The overall image conveys a sense of unity, teamwork, and mutual support.

FIND THE COALITION OF THE WILLING

SUPPORT EACH OTHER



SHINE BY LETTING OTHERS SHINE

HELP OTHERS FIND THEIR PASSIONS

SUPPORT THEM WITH YOUR TIME

RIISING TIDE LIFTS ALL BOATS

A group of five people, three women and two men, are sitting on a wooden bench in a room decorated for Christmas. They are all smiling and laughing, creating a joyful atmosphere. The woman on the far left is wearing a black t-shirt with a white graphic. The woman next to her is also smiling. The man in the center is wearing a black t-shirt with a white graphic and has a tattoo on his left arm. The woman on the far right is wearing a black t-shirt and red knee-high socks. The man on the far right is wearing a black t-shirt and is clapping. In the background, there are two Christmas trees, one of which is decorated with a large red bow. The floor is made of light-colored tiles.

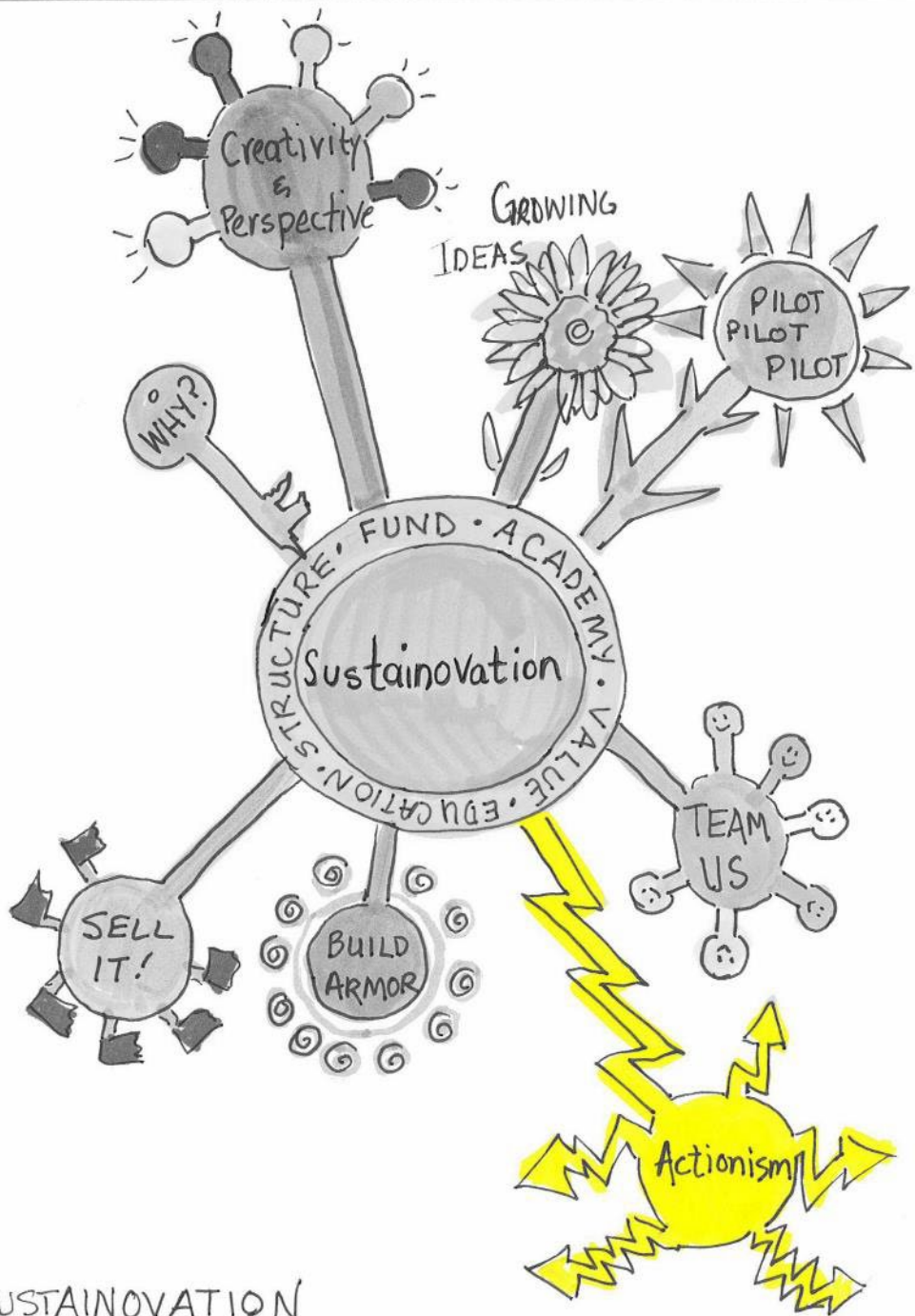
IF YOU'RE NOT HAVING FUN, YOU'RE DOING
IT WRONG

INSPIRE THROUGH FUN.
FIND THE LAUGHTER AND ELEVANGELISTS.

A group of Chicago Cubs players in blue jerseys and grey pants are celebrating on a baseball field at night. One player in the center is jumping with his arms outstretched, while others are running and cheering. The background is a blurred crowd of spectators.

CELEBRATE WINS

HOW DO YOU CELEBRATE VICTORIES?



CREATIVITY

WHY?

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PILOT. PILOT. PILOT.

Sustainovation

IMPLEMENT

TEAM US

ACTIONISMS

BUILD YOUR ARMOR

SELL IT!



RISK

ACTIONISMS

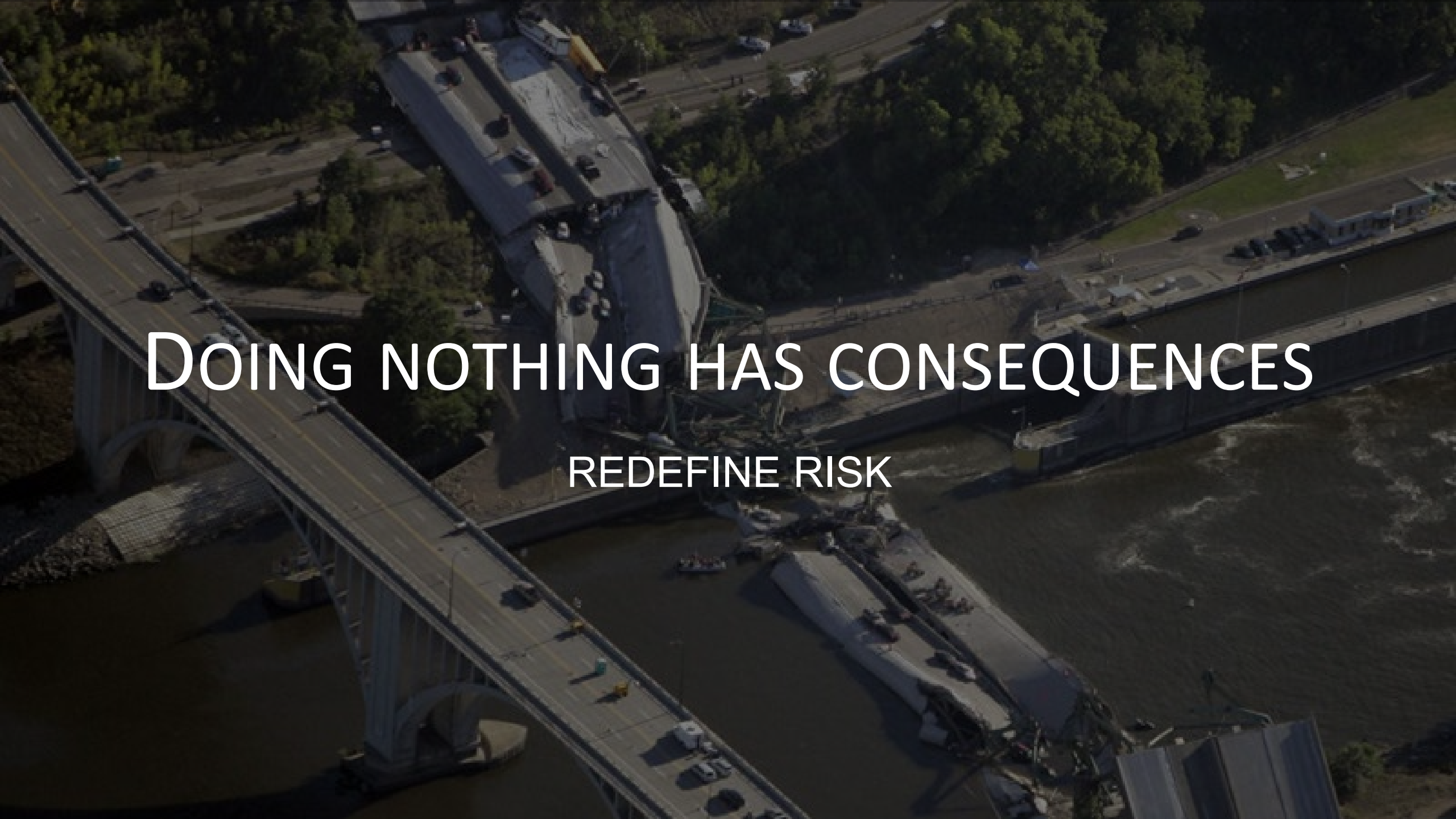
REDEFINE RISK

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 section of the bridge is on the left, with several vehicles still on it. The collapsed section is on the right, with its concrete and steel structure crumpled and partially submerged. The river is wide and has some rapids or turbulent water. In the background, there are green trees and some industrial or commercial buildings along the riverbank.

DOING NOTHING HAS CONSEQUENCES

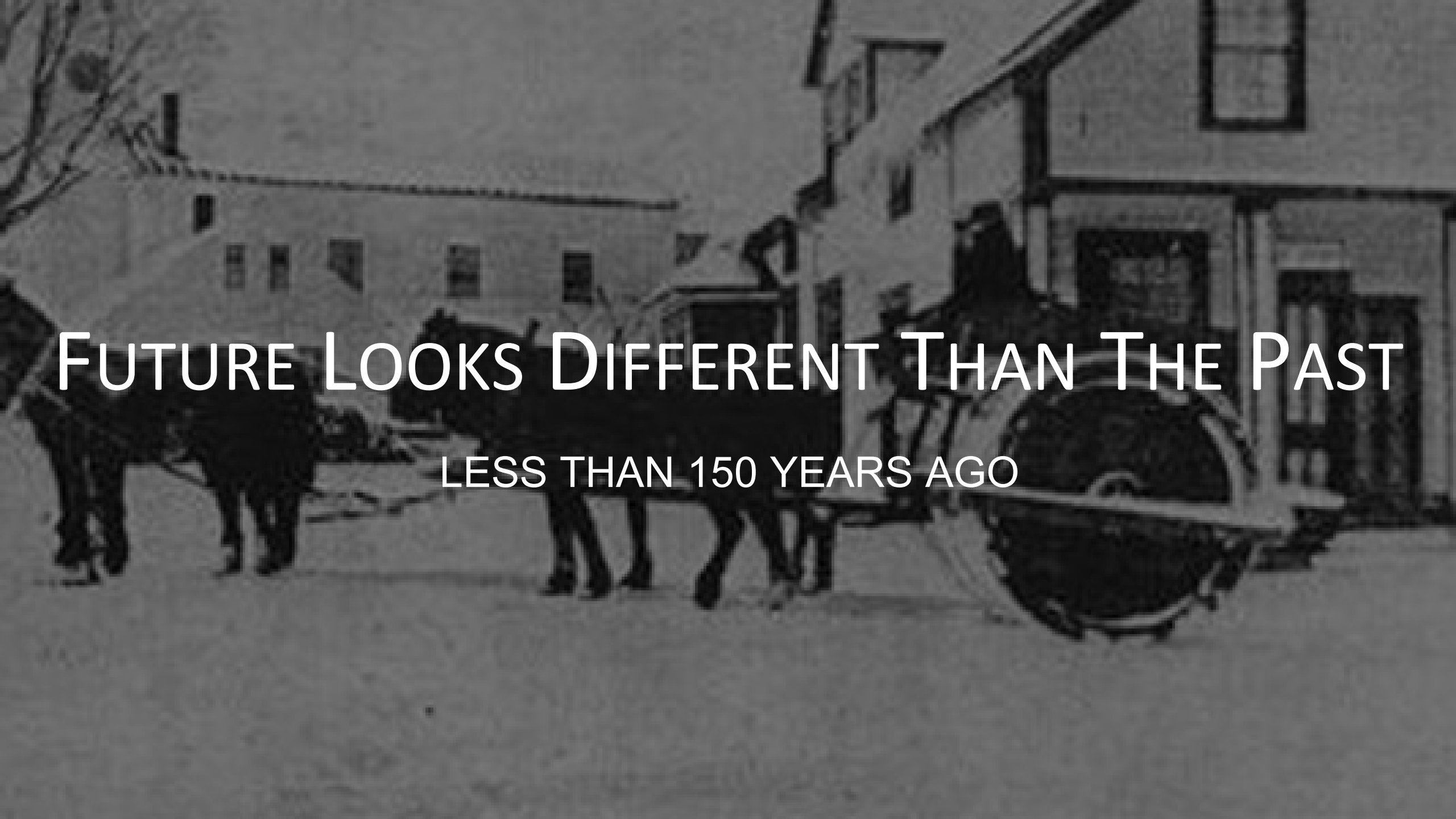
REDEFINE RISK

IS THE PAST A GOOD PREDICTOR OF THE FUTURE?

YES OR NO?

DO THE PAST AND THE FUTURE LOOK ALIKE?

YES OR NO?



FUTURE LOOKS DIFFERENT THAN THE PAST

LESS THAN 150 YEARS AGO



FUTURE LOOKS DIFFERENT THAN THE PAST

LESS THAN 140 YEARS AGO

Fu

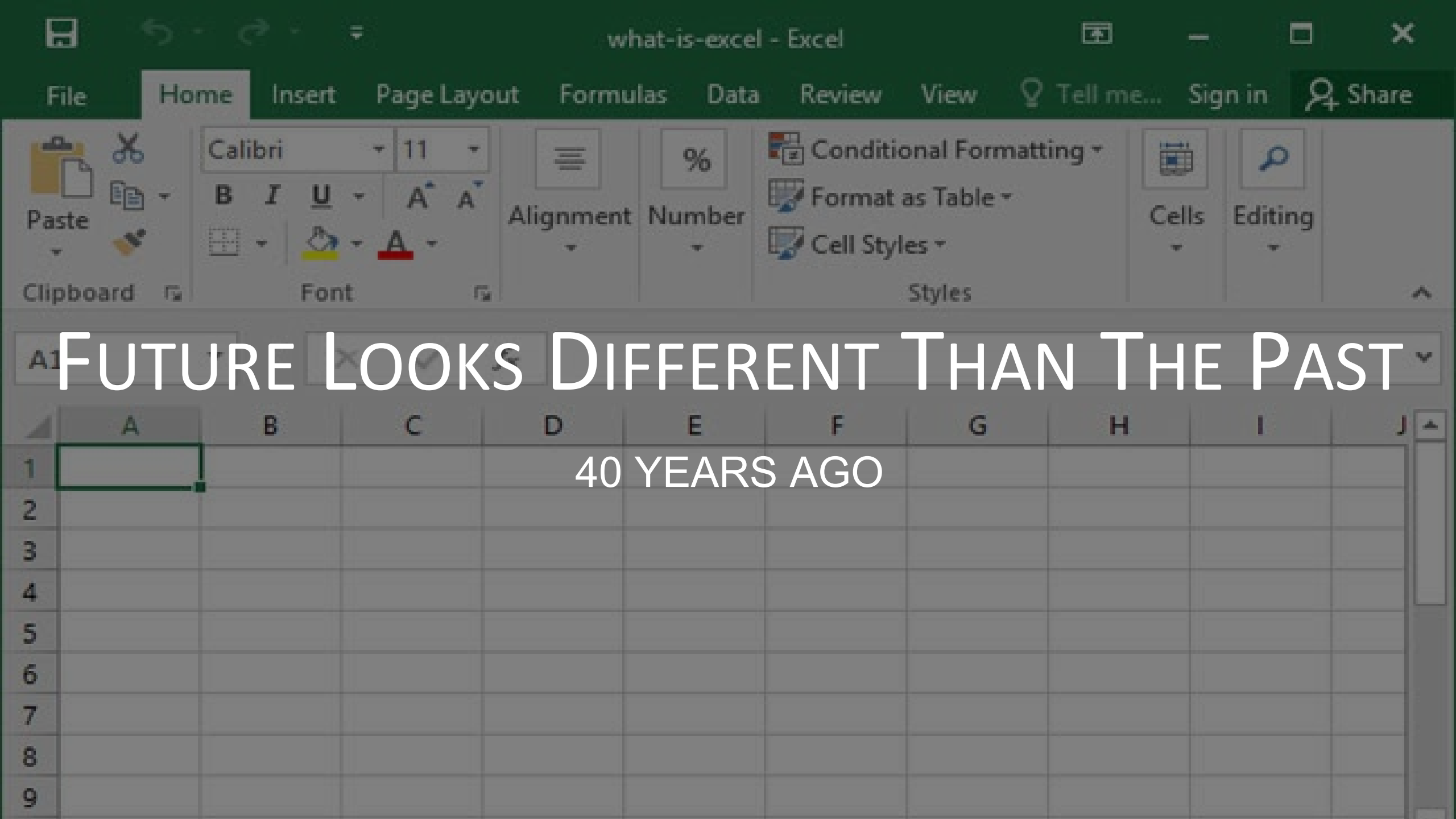


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FUTURE LOOKS DIFFERENT THAN THE PAST

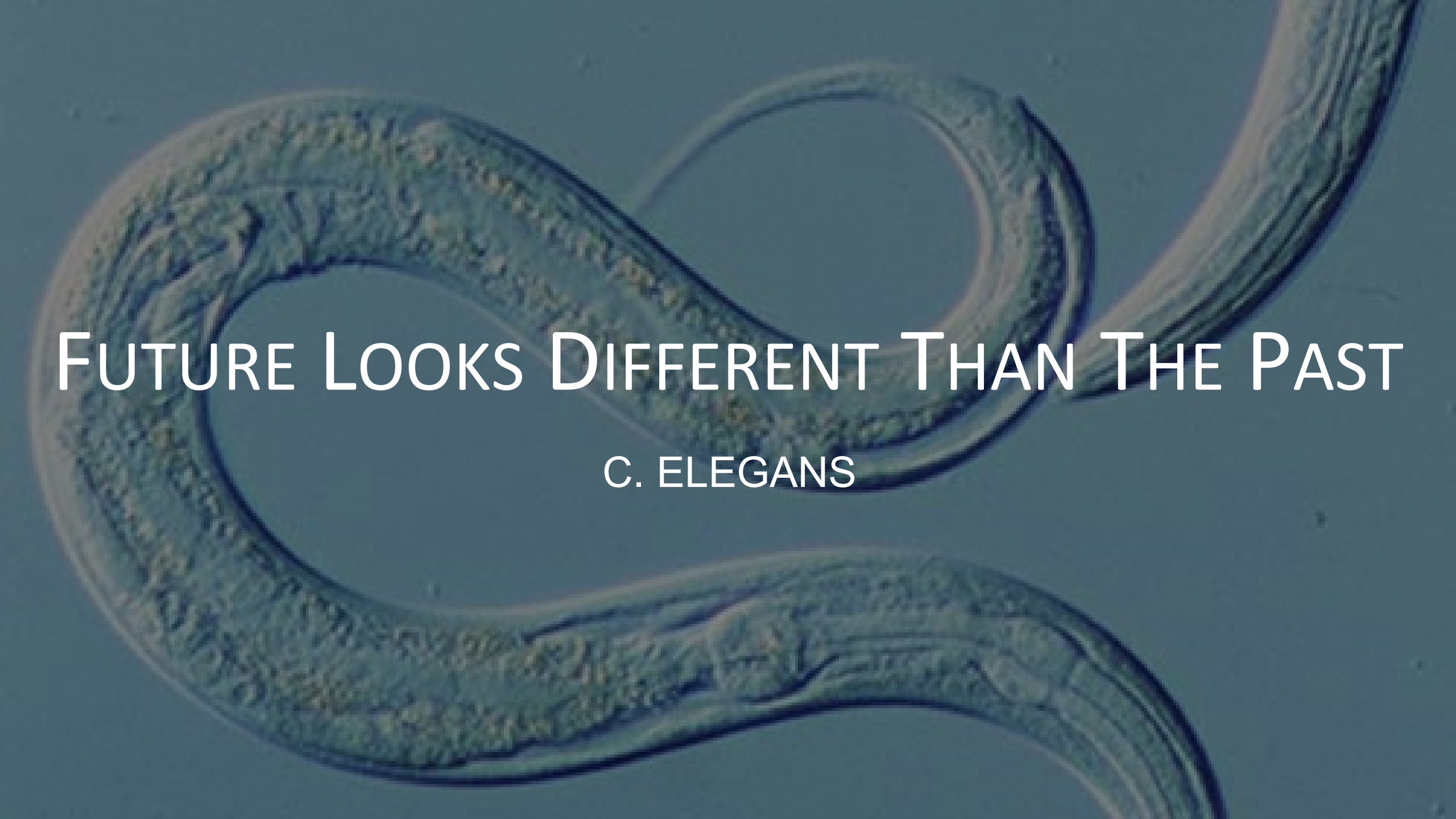
30 YEARS AGO





FUTURE LOOKS DIFFERENT THAN THE PAST

40 YEARS AGO

A microscopic image of several C. elegans worms, which are small, transparent, and have a segmented body. They are arranged in a circular pattern, with one worm in the foreground and others in the background. The worms are set against a dark blue background.

FUTURE LOOKS DIFFERENT THAN THE PAST

C. ELEGANS

A dirt path leads through a field of low-lying coastal plants with red and green foliage. In the background, a rocky hill rises under a clear sky.

MAKE A DECISION

EVERY JOURNEY, GREAT OR SMALL, BEGINS WITH ONE
STEP

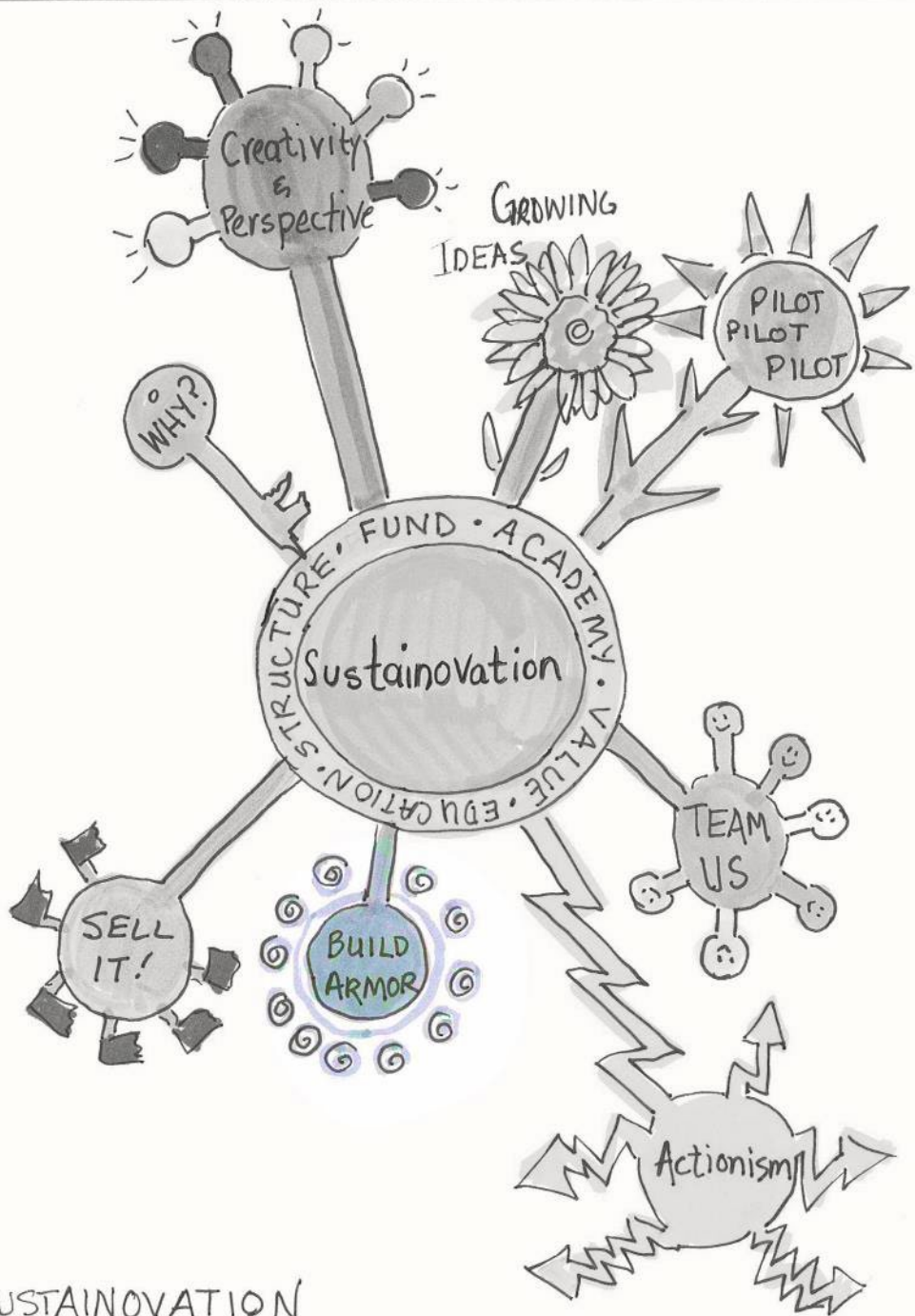
FLIP IT

TURN DISADVANTAGES INTO ADVANTAGES





TROY, MI



CREATIVITY

WHY?

PERSPECTIVE

GROWING IDEAS

PILOT. PILOT. PILOT.

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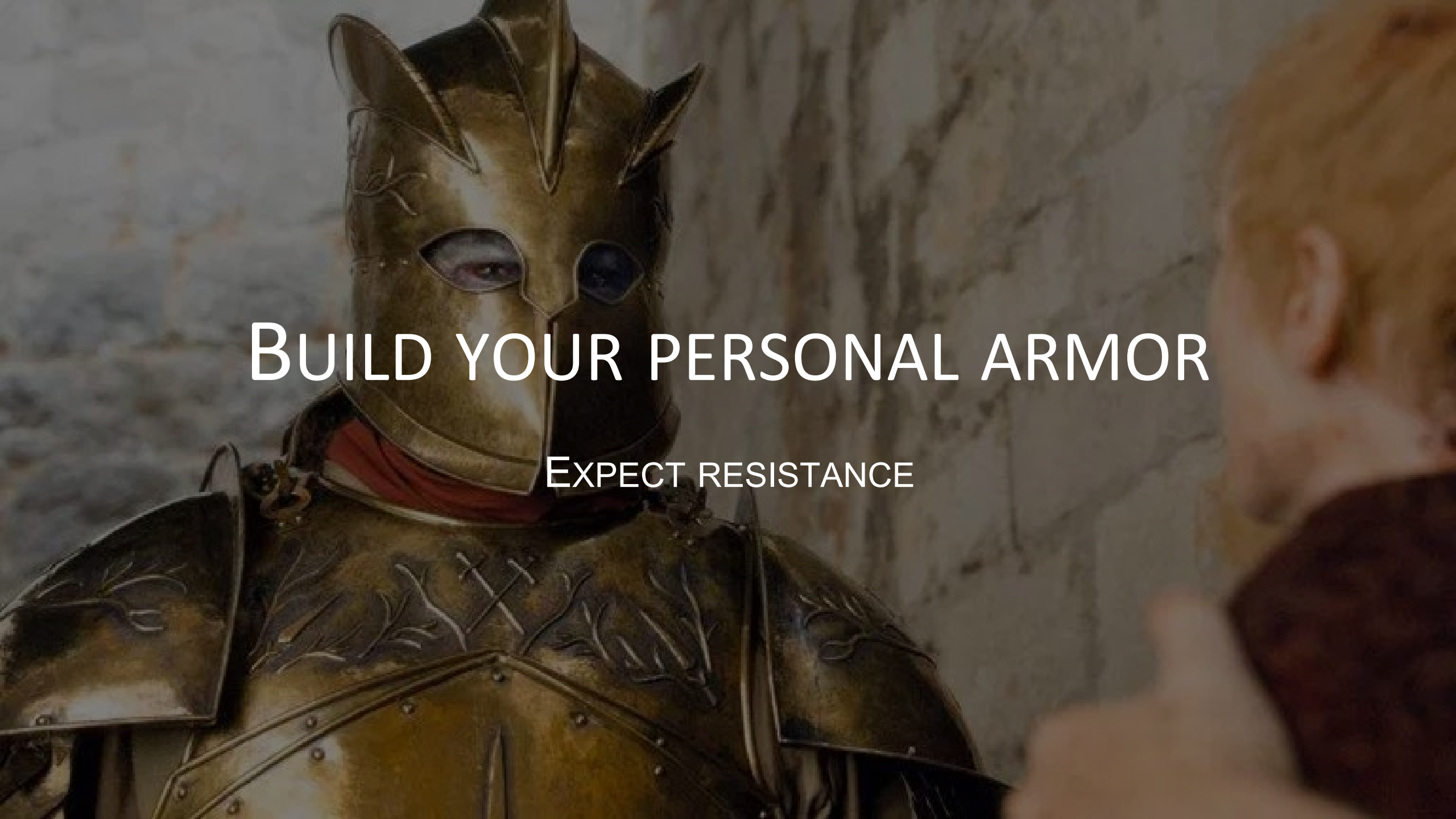
IMPLEMENT

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!

A vintage black metal hand pump stands in a garden. A silver bucket is placed under the spout, filled with water. The pump has a curved handle on the left. The background shows a stone wall, green plants, and a path.

CONSIDER THE SOURCE

DO YOU WANT TO BE LIKE THEM?

ASK FORGIVENESS, NOT PERMISSION

YOU WERE HIRED...

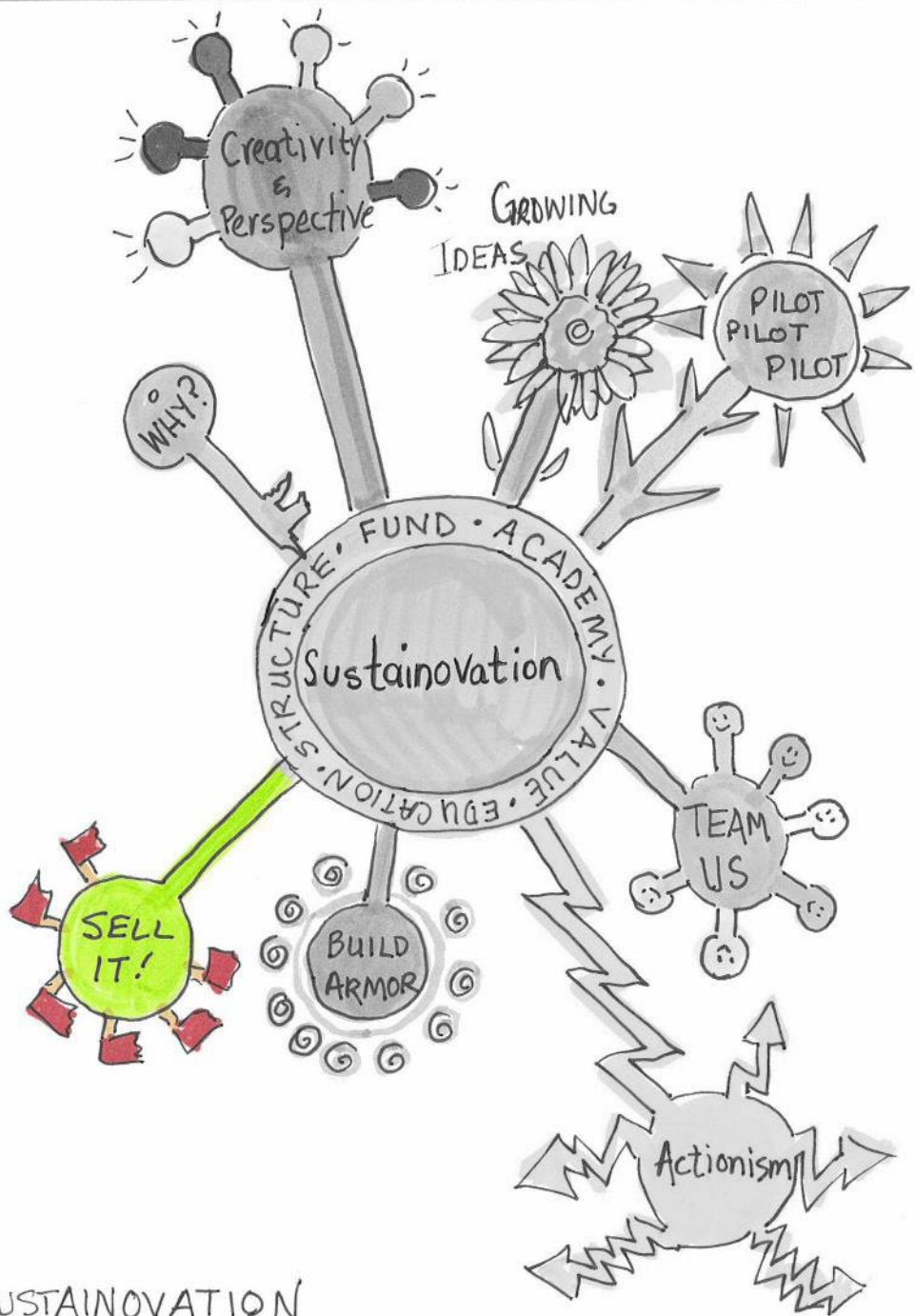
QUIT ASKING PERMISSION TO DO YOUR JOB





HATERS GONNA HATE

TAYLOR SWIFT RULE



CREATIVITY

WHY?

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Sustainovation

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TEAM US

ACTIONISMS

BUILD YOUR ARMOR

SELL IT!



BECOME A STORYTELLER

ENGAGE EMOTIONS
DEVELOP A NARRATIVE
SPEAK LIKE A HUMAN

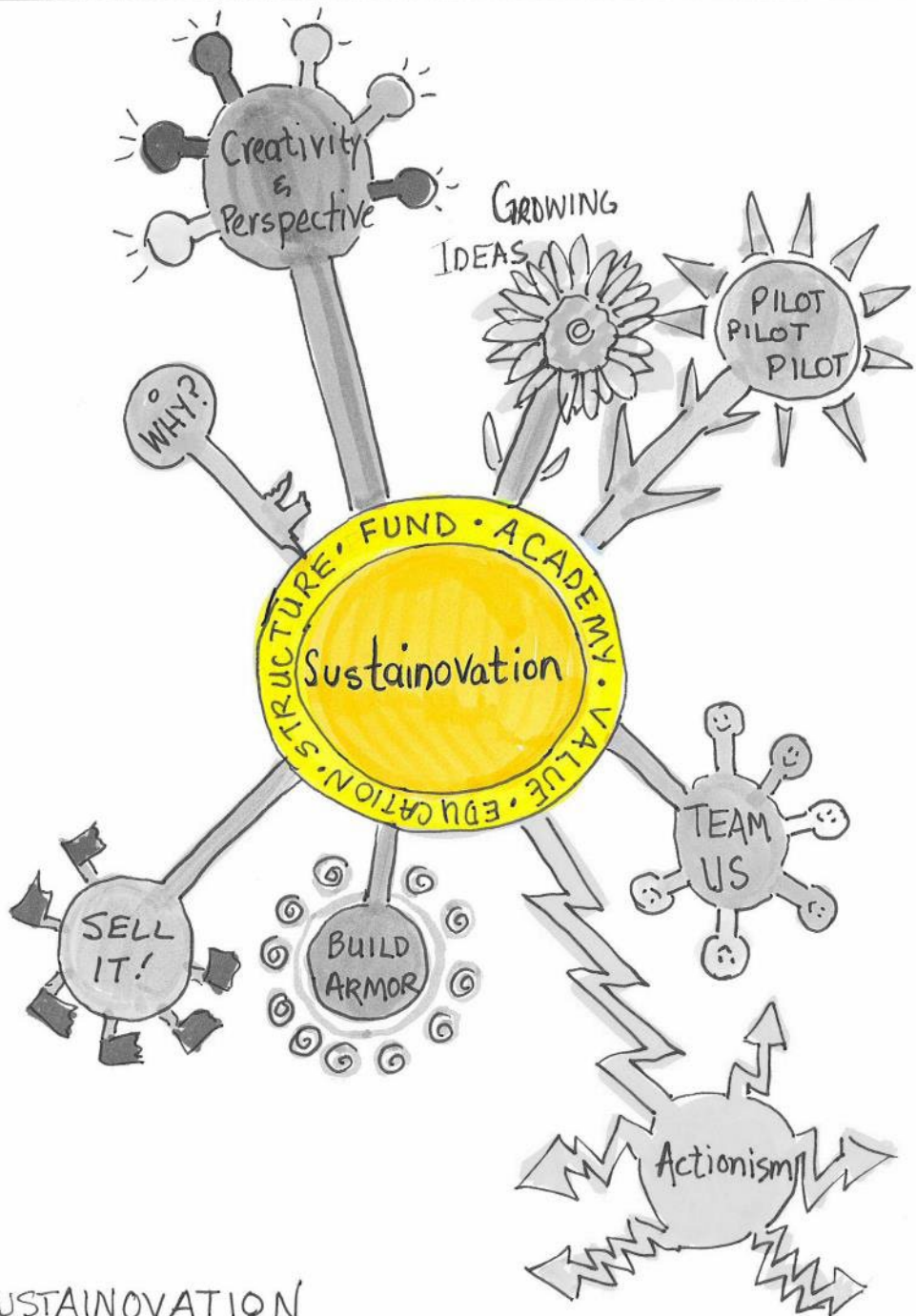
A man with dark hair, wearing a dark pinstriped suit jacket over a light blue collared shirt, is shown from the chest up. He is grimacing with his eyes closed and teeth bared, indicating pain or aggression. A large, red boxing glove is positioned as if it has just punched him in the cheek. The background is a solid, light gray.

THE RED TEAM

WHO IS ON YOUR TEAM?
BLOODY ME NOW, NOT LATER

A blurred, low-angle shot of a crowd of people in business attire walking away from the camera. The image is intentionally out of focus, creating a sense of motion and anonymity. The people are dressed in professional clothing, including suits and blouses. The background is a plain, light-colored surface, possibly a hallway or a large open space. The overall tone is professional and modern.

BE BRIGHT. BE BRIEF. BE GONE.



Sustainovation

FAVES

FUND

ACADEMY

VALUE

EDUCATION

STRUCTURE

A silhouette of a person in mid-air, jumping over a gap between two dark, jagged rock formations. The background is a warm, orange-hued sky with a bright sun or moon in the upper center, creating a dramatic and inspiring scene. The text "INNOVATION TAKES COURAGE" is overlaid in white, bold, sans-serif capital letters.

INNOVATION TAKES COURAGE

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

