**Inspire Innovation in Your Small Business**

It is terrific to be here, I love working with you guys. This will be fun.

Great, thank you. I will turn the presentation to you.

Excellent. Hello everybody and thank you for coming out . I understand how busy you are, I'm a small business owner myself and I have built small businesses. Taking an hour out of your time is quite difficult, which is why SCORE is prepared to have this available for you on demand. You can cover a lot of territory today. Be sure to get the slides and get the audio so you can go through these things again. This will be a learning tool for you. We will talk about innovative thinking. You will hear that more and more. I'm usually pretty good at spotting trends and business. You will see this on conferences, webinars. Innovation is going to be the next hottest topic, now that social media has softened a little bit.

Let's talk about what innovation is the definition, I love this definition the action or process of renovating. That explains it all right there. Really it's recreating new ideas, new methods, new products, looking at existing products and finding new uses. And creativity is almost the same thing. More original icing, especially in the production work. Also creativity is about solving problems. Coming up with new ideas. And invention is the act of taking the idea and bringing it to fruition. So I want to set the stage. This is what we will talk about over the next hour. We will go pretty fast, fasten your seatbelt.

Now my a biography is here, don't try to read it. Your eyes will start to bleed. But I wanted to let you know the reason that SCORE asked me to do this, they did just pick me off of a park bench, I have been out there. I had my own PBS television special, I have 14 companies myself. I'm part of the Smithsonian Institution. 30,000 professional records, 18 inventions. But that doesn't mean all of my companies have been successful. Somewhere miserable failures. But those that were successful were great. I have three US patents, two-dimensional Internet advertising. And I've written a book, the The Social Media Bible . A good topic. The idea is to take your creativity and channel it into anything, whether a book, company, product or a service. Let me show you how to do that it

First of all I will tell you what I will not talk about it when you're done with this presentation you will be inspired, I promise you will. You will have the tools to become creative. But whether or not you can step away from the computer and invent the next million dollar company, no guarantees. Or if you're working for a company, there's no guarantees you will go back and inspire everybody else to become creative. More than likely you will. You have to realize that innovation , creativity is a process like riding a bicycle or playing the piano. The more you do it the better you get at it. You can bring other people but they have to be on board.

And the next slide, what I will talk about. Basically what we will do, we will look at three different facets of innovation. This is something I had to come to grips with, being an innovator and a creator. Is how do you actually go through the process. What happens inside your head. It breaks down into a couple of components.

The first one, look at your brain. We will use your brain and we will study it. What I want you to take away, with this, is that your brain messes with your head. It tricks you into not being able to see the answers, to see the solutions and be creative. We will talk about that. And in the middle you see what I will give you a formula . The 3C's of innovative thinking. At the end of the presentation there will be a button, go to Lon Safko .com. With an e-book that will talk about this process, a free book. And then the third part, giving you lots of ideas, simple solutions , simple innovations. If you can see how simply you can get from a problem to a solution, you really will be amazed. It will be exercises.

Just jump in. We will talk about your brain. That is you Bob, in the blue shirt.

First of all, it is true that your brain is separated into different areas that process information differently. For the most part, generally speaking, the left side of your brain is the conscious side of your brain. The analytical side. The part that deals with numbers, adds up mem -- numbers and makes calculations. Processes words. It is the part that does the thinking, analytical part . Now the right side of your brain usually is considered to subconscious. It works independently of the left side. It is where ideas, concepts and colors, images creativity basically comes from. It is the left side that gathers the information, and the right size the backside processes the --

 the right side processes the information into innovation it

So the right side of your brain , get into the conscious side, to communicate those ideas so you can become conscious of them, we will talk about that. I wanted you to be aware.

In the text box, you see on the left inside, this is participation. You guys have to participate. What do you see ? I will give you a couple of seconds, type as quickly as you can what you see. Some of these images, if you know the answers because you seen them in the past, don't spoil it to the others. Let them guess. Good.

Good. Some people say it looks like a black swan, some say a ninja star . Quite a few of you got it right. You got it right because you actually saw the question? Or because you have seen this before and knew what the answer was. Great answers. That is the most common answer.

Let me tell you what happens. Most people can't see the question mark. It is a white question mark on a black oval. The reason we cannot see it is because every sense we were children we were taught that information is going to be presented to us,

 black on a white background. Think about it. Look at the text box. The names of people, the words. All black text on a white background. It's always black text on a white background. So initially when we look at something to get information we will be trick . We will not thinking of looking for white on a black background. For example it would be ridiculous to print an entire book with black paper and trying to use white ink. So our brain automatically makes assumptions. One thing you have to realize is that your brain, 90 percent of all the functions , everything your brain is doing, it is doing subconsciously. The reason it does that is it tries to find shortcuts. Easy solutions, recognizing patterns, so you don't have to spend a lot of time trying to figure out what it is. If you do, by then, you might get run over by a bus or eaten by a lion, or fall down the stairs. That's why we are trick into seeing it's a ninja symbol or a black swan .

Let's look at another one. I want somebody to read, read it out loud. I will give you a hint, it says I couldn't believe. Read through that paragraph. I will keep talking. You in the back are not reading it. Come on out loud.

Okay. Good. We were taught since we were children that spelling was important. But look at this, you couldn't get the spelling any worse. Like I said earlier, the brain recognizes patterns. When you look at the word , you look at the first and last letter, the shape of the word and the length of the word and your brain matches the patterns . Let's think about it for a second. If you're trying to read a book or newspaper, you really think your brain is going to say okay, two consonants, "th", when two bows go walking the first one goes the talking. In February alone has 28 days . Your brain cannot do that. What it does is it makes assumptions. Sometimes the assumptions are helpful like in this case. Sometimes the assumptions are not, sometimes they get in the way of being innovated. Isn't that weird. Download the slides and share them .

Take a look at this, 50 shades of gray. You have to do this in the chat box. Letter a and B, the squares, type in which one is darker. Come on everybody.

I will know who doesn't do it. Either A or B is darker. Sarah, come on , you have seen this before.

Excellent. Yes. Sarah saw it , she knew it was the same. Or she has an amazing eye. The brain tricks you. You see a shadow, a checkerboard, you will assume they are different colors but they are not. If you are looking for a solution, that your brain is already making assumptions, you won't be able to find that solution . The reason I am showing you these and explaining it , is once you understand how your brain is messing with your head, you can then work around that and look for different ways to find those solutions.

Which car is larger? The bigger one are the smaller one. [laughter] None. You are right. They are exactly the same size , it's almost impossible to believe. Look at the larger one, look at the smaller one. It is a trick because we know as things move away from us the perspective makes them look smaller. So that car, we agree if it's the same size , if I move it down to the other image, it looks smaller all of a sudden. Again this is another way our brains are trick by perspective. Understanding not everything you see is accurate. Our brains often misinterpret the information. This is another one. Cultural yes . A lot of cultural bias in all of this. I will answer that in the end.

This is a city bus . 100 percent of school kids get this correct immediately. The bus is going to pull away from the curb. Will it move to the left or to the right? In the chat box is it moving to the left or to the right? Wendy is saying to the right. Come on. Right, left?

Good. Keep them coming. Good. It's going to move to the left. The reason the school kids get it is there is no door. They don't see the door. This has to be the driver side of the bus. Remember the door is on the passenger side of the bus. So if it's the driver side perspective the bus can only pull away from the left. For all of those who guessed left, you had a 51st didn't chance the rest 50-50 chance and you got lucky or you heard this before, or you are in touch with your inner child. Being in touch with your inner child.

Interactive. How many black dots. Use the chat box. Get in there, how many black dots. I hear none. I see many.

That is a trick. This is kind of tricky. It is not animated. It is a standard JPEG. It depends on where I am looking. Here is actually what happens in your brain. A physiological problem. When we look at something, let's say the black squares, entering the back of our I to the retina, we have cones that process color.

 The rods process black-and-white. The rods help us see at night. When you look at the black it is saturating. What that means is the little neurotransmitters in the retina get [indiscernible] with the neurotransmitters, the synapse gets flooded. It takes 100 milliseconds for that nerve to actually clear out what is making the nerve conduction . And open it back up again. See the amount of time you see those black dots is how long it takes your eye to refresh each of the synapses in your nerves. This is kind of weird but it is out there that you can see something that is not there , or not see something that is there, because of the physical limitations. It's the same thing when you lose your keys. Whatever you are looking for them and find them, you think I looked there that you didn't see it because your eye, your brain, recognize the pattern of the area being free of the keys. So be aware.

This is a picture of an elephant right. Did anybody notice something completely unusual about the elephant? In the chat box.

Yes. Keep it going love it. I'm gonna show the picture again. Too many feet, how many? He has too many. That's exactly right. The thing is, if I would've just shown you the image and moved on to your brain would say it's a perfectly normal elephant. Your brain matches up to the picture of an elephant. But now that I point out that it has too many legs, now you recognize that. That again is your brain picking up patterns and making assumptions. So when you are looking for a solution, be very careful not to just go with whatever assumption you come up with first. Look at things backwards , look at them from a different angle, turn around, turn inside out. Make it contradictory.

So I promised you a formula. Here it is. The 3C's, of innovative thinking that this is actually how you get more creative did you can apply to everything. If you're a small business owner, if you're starting a company, if you want to come up with a new product, looking for applications for existing products, working for a larger company, or just around the house. The 3C's. The first C, collect together as much information as possible, from as many sources as possible. Let me give you a big tip, if you are looking for a solution don't look in your industry. If the solution and, if it existed in your industry would you would be aware of it. It's probably outside of your industry. Collect and get information. >> Calculate. Calculation will take its own course. The more your practice, the more your right brain and left brain connect and come up with a solution.

The third part is communicate that back to your conscious brain .

Let's go through these. First of all, collect . That means gathering information, as much information as you can. Look on the Internet, type your random keywords on the Internet, read different kinds of magazines and your brain gets all these different pieces. Most don't fit but many of them will fit together to create this solution you are looking for. Here is an example of when it happens to all of us. It's not called déjà vu you, it is [indiscernible] say you want to buy a particular truck, particular manufacture. All of a sudden you start seeing all these people driving that truck. I never realized how many of these trucks were out there. It justifies that purchase or maybe a purse . You want to buy a person it's pretty expensive. I had no idea how expensive purses are. Guys, go price some of these designer purses. They are in the thousands of dollars. I get a ton dollar wallet and I'm happy. Is a $10 wallet and I'm happy. But what happens is you start seeing more and more people with that particular purse. It is real because your brain is collecting this information, matching patterns, Vuja De .

Another formula, 5W's .

 Who, what, when, where, why. And then how.

 So if you do this, if you follow that formula, write down everything you know about that problem or the solution you are looking for. Who it affects, when it happens, how it happens, and take the time to go through and answer those questions, you will learn so much about that particular problem that your brain subconsciously starts to identify what pieces are necessary to come up with the solutions. So the first thing I say do it by yourself , do it with the team. The team is better because you will get a lot of different perspectives.

Does anybody know where the 5W's came from? Put it in the box.

Where did that originate? Journalist. Yes. Antonio, give me a high five. It will work. Just do it.

What happens is in the late 1800s the New York Times wanted to get stories from all these different at that neighborhoods. They couldn't send in a reporter because it didn't match the ethnicity of the neighborhood. So they got kids, nine, 10, 11 years old. They pay them $.25 and they would answer the questions. The 5W's. And H. They knew as a kid, if they answer the 5W's there was enough information to turn it into a story. It would give the kid a nickel. By the way the kid reporters, child reporters, that's where the term cub reporter came from. The 5W's have been around for a while. If you answer the questions you have all the information necessary to create a story or come up with a solution.

Now calculate. There is not a lot to do to push that process along other than practice. Remember the calculate part of the right brain is pushing all the pieces together while you are asleep, while you are exercising, while you're on a train, whatever.

 The more you practice it, the shorter the cycles come, the faster the right brain will shoot that to the left brain. Then you have an actual solution.

Now this is an important part, communicate. Communicate has a line through the speaker which is weird because I'm saying communicate and then shutting off a speaker. That's what I'm talking off. Shut off the speaker. The biggest problem I have right now is with smart phones, everybody is so addicted to them . A report that came out the day before yesterday, said 74 percent of children are jealous of their parents cell phones because they are left alone. That is terrible. It also shows you how much we are addicted to these things. If you are constantly occupying your left side of your brain, by messing around with your phone, your bright brain will have these great ideas but never have the opportunity to communicate those right brain ideas to your consciousness. Do you understand what I am saying. When my daughter was a teenager she used to do her job was to clean the house on Saturday. It was in slave labor, she got paid. She would put on a CD, or her Walkman, she always had to have noise. A TV in every room blasting, radios blasting, headphones in. I called it a need for noise. We all have this need for noise. Here is the challenge . I will challenge each and every one of you. When it happens I want you to send an email. The next time you're driving in the car, please shut your radio off. Leave it quiet . You won't explode , believe me, it is okay to be alone with your thoughts. My Angelou called it piddly time.

Let me ask, where do you get your vest ideas, put it in the chat box. What are you doing when great ideas pop into your head? I know it is not working, it is not talking, when is it? Right, falling asleep. Daydreaming, gardening , I love you people. You are absolutely right. In the car commuting. The quiet times. I hope we are capturing these, they are great. It is the quiet times, when your left brain isn't trying to match patterns, calculate things, keep us alive and protect us. In the shower, exercising, driving the car. Either looking, if you're in the chat box do those activities quietly. And I promise a great idea will pop up. I'm sure you have tons in your head, walking, exercising, painting and

 in the car, in the shower. I love those, absolutely correct.

There is the formula. Just that simple. Collect as much information as you can from as many different sources, Henry Ford for example. He was having trouble trying to figure out how to sell more cars. He had 30 engineers working on one car for 30 days. That was ridiculously expensive. He was frustrated. Now where does he look for a solution in the industry. He contacted the Oldsmobile brothers. Chevrolet. Other car manufacturers. They were all doing the same thing same way. No solution. So he took his lunch bucket out to a potato farm in Michigan . Sat under a tree and was watching the potatoes on the conveyor belt drop into the back of a truck. And he said if I use a conveyor belt and replace potatoes with parts I can have the cars going to the assemblers and all they have to do is one task. And move down a conveyor belt and when it gets to the in the car is finished. Then I don't have to have engineers doing the task and the labor. It's less sophisticated labor. He invented , he actually didn't invent the assembly line, but he was the first to put it into practice and be famous for it. Where did he find his inspiration, in a potato farm. It's not that you all should go do potato farms but look in other areas did

Collect. Let your brain put these ideas together. And the most important thing, chiseling . The quiet time. You have to allow yourself the opportunity for the right brain, subconscious, to communicate that to your left. That is it. Honest-to-goodness. Look at all the great minds throughout history, it is that same formula they used.

Now we will talk about innovation, I know I am going fast. I understand, that's why this is on-demand, hit pause and think about it. It really does work.

Innovation. I will go quickly through some ideas I have come up with over the years. The reason I am showing them to you as they are simple solutions but fun. I want you to have examples. It doesn't have to be inventing the next iPhone. Or the assembly line. It can be something small. Here is how innovation works. One of the first kinds I applied with a letter three sees. -- The 3C's. A garden hose. Everybody had the same problem, it gets all tangled up and snarled. Docs over flowerpots. I couldn't figure out how to fix that. It was really annoying me. So I took the 5W's. And I sat one morning and went through it. And I thought wait a minute, the solution came out immediately. The reason the hoses snarled , I am putting the snarls in the hose. I am twisting the hose around to make it look pretty on the hanger did so by twisting it and putting the twist into it, when I pull the hose off all the twist are still in the hose. Of course it will tangle. I am the one tangling it. I quickly realized if I stopped tangling it. Like that. I will not have any problem with the hose. So I straightened out the hose , got out the tangles and instead of winding it around the holder, I put it like this on the right. In you know what happened after 20 years, never had a tangled hose . Isn't that crazy. Something as simple as that. Looking at the problem. I can go from frustration, and then I can take as much off the hanger as I want and it never tangles. That's what I'm talking about. Little solutions like that.

Another one. I've lived in Phoenix about 20 years now in Southern California . Everyone has swimming pools, it is the law so you don't burst into flames in the summer. And pool decking, it's fairly expensive. One of the pipes for narrator, the aerator you run at night so it shoots water into the pool area. Pools get so warm you can't swim in them in the summertime. A pipe broke underneath the patio and the patio was beautiful. I didn't want to jackhammer to get to the pipe. So I went through the 5W's and thought about it. Then I realized it . All I had to do was cut the expansion joint above the pipe. With a concrete saw. Lift the pipe out and put the new one in, and fill it with a little bit of silicone. Expansion joint material. I was , it cost me four dollars. I didn't have to damage the patio at all. Those are the kinds of solutions but I couldn't think about it for almost 9 months. The more you practice the faster it goes.

Now everybody has one of these on the left. If I say it she will wake up so I won't say the name. You know what I'm talking about. In my case, I put news and statistics. But that if you take a PS2, the eyes that go on the PlayStation that recognize who is playing and keeps track of who the players are. It watches you playing golf or baseball. The I tracks but if you hooked it to the box on the left, when the music is playing and I don't like the song, I just wish my hand, swiping left. What if I swipe left. How cool would that be. It'll go to the next song. If I point up it knows I want the volume up. If I point down, I don't have to talk to it, if I move my hand it recognizes what I'm saying. I wanted to do it from my laptop. Wouldn't it be cool if I put it on the laptop so when I do keynotes or training, I just swipe left and it goes to the next slide that I don't have to have a clicker, my computer is watching me and knowing what it wants me to do through the use of its eyes.

Another one. A human event. -- Humidity vent. Forced

 hot air or radiators, it gets really dry. Usually about January you start getting nosebleeds. I came up with this idea. You fill it with water and laid over the floor vent as the air comes up it passes across the water and it humidifiers the air. If you wanted to put essence oils, you can do that and make the room smell nice. It is plastic. You can't get hurt, it's not like it's metal and it is clear so you know when to refill it. A simple idea to solve a problem . To create a new product.

Something my wife came with a few years ago. When I am done mopping and I put the mop in the bucket it sits there and it doesn't dry out. It gets smelly and bacteria grows as its hours. If I hang it on the wall it drips down the wrong the wall. And on the floor that is worse because the water goes all over the floor looks nasty. I thought about it and I thought okay, the 5W's. So I took a $.99 bucket I got at the dollar store, I put it [indiscernible] in the front and screwed it to the wall. Now anytime her or I use the mop we dropped the mop head into the bucket and let the hang the -- the handle hangs outside. The mop drips into the bucket, it dries out almost immediately in the water in the bottom of the bucket dries out. No sour mop, no mess, it hangs on the wall and dries it simple solution . That's why I show these. If you can do the simple ones, the complicated, big ones, company founding ideas,

Aleve caddy. -- A leaf caddy. Eventually the corners slip out of your hand and it spills back on the lawn. I came up with this piece of wood with a hook. You get that at the dollar store. You take the tarp , put the holes through the hoop, you've got a handle. It never spills because it closes in on itself. And to wash it, you hook up to the hose. It's a simple idea, cost less then a dollar to create. It saves you a lot of work in the yard.

Another idea. My daughter worked her way through college as a bartender at outback steakhouse. It was during the time that angrily earrings were -- dangling earrings were in fashion. And the manager said no, outback's policy is nothing larger than a quarter. She was bummed. She really liked the dangling earrings did so she told me the following day, I built a set of earrings for her to take to work. And there it is. It matches the criteria. Her criteria was that it dangled . I guarantee that's not larger than a quarter. As a matter fact it's exactly a quarter. She went into work [indiscernible] fired. At least we matched the criteria. They were dangling and exactly the size of a quarter. You can be playful with your innovation and creativity.

Another one. A local -- logo on my newest book, The Social Media Bible . It's like a round peg in a square hole. You don't fit in. You are absolutely right I will take that as a compliment. And I thought about it. Wait a minute let's look at this differently. I do fit in. If you turn it 90 degrees it fits perfectly. As well as a square peg in a square hole. Think differently.

Fish tanks. How many people here have fish tanks? Use the chat box. Yes, yes. I do. No longer, I'm sorry. They do take maintenance, but it's fun.

If you have a fish tank we like watching the fish and hearing the bubbles. We also like desktop or countertop fountains. How come nobody ever thought of the aquarium cover that was a tabletop fountain. You have the water, you have the pumps. Just simply make some kind of landscape to go over the tank. In the water is already there. As it flows and makes the bubbly noise, you can enjoy it. It also purifies and narrates the water. That is a terrific idea. It was simple in my head, just put the two of them together. Association

Trashcan liners. I will keep throwing these that you . Review them. It is just a simple. Everybody has done it. You put a trash can liner in the garbage can, then you throw it out.

 [indiscernible] hits the bottom of the can, it drags it all the way again, you have to pull the bag up. The same thing happens, and it knocks the bag into the bottom of the can again. Why don't you do this. Use some roasted -- rubber bands, interlock them and tie them together, use a paperclip to tie those together. You can make it any size you want. You can make it larger by changing the number of rubber bands. It always holds it in place. It is free. It's probably in your desk drawer right now. It made my life easier. In at least less frustrating.

Another association. Put in the chat box, how many people have these type of showerheads? The ones you can take off and it has a hose. Aren't they cool. I think they're great. I hate it when you go to a hotel and I'm trying to rinse off. I look like some kind of gymnasts in the shower, getting my feet into the soap dish . You don't want that picture in your head. But why didn't somebody come up with something like this. An attachment that snaps on. It would be nice if you had a snap-on brush, so you could scrub your back. Or a loofah. I one that distributes liquid soap. Just snap them on. They're all plastic so they are waterproof. That would make this thing we all like that much better. Nobody has ever thought of that. Simple solutions. Give me another one.

My wife's fuel injectors got clogged. She got stuck on the side of the road. It had that orange triangle plastic , she set them up so she would beef safe. We are in the past -- so she would be safe.

 We are in California. A truck went by and they blew them all over the road. So what can we do so they don't get knocked over. You could put highway cones , but they are too big to put in the trunk. We have all seen or had these as kids did why not make them in the shape of a highway cone, it is flat. You take a bag out and blow it up and put it outside your car. That way when a truck comes by, if it blows over it just pops back up. Weevils wobble but they don't fall down. Then you deflate it and throw it back in the car. It's probably $.25. PVC plastic and a little bit of sand in the bottom.

One more trash bag . Then we will move on.

 When you're putting all your leaves, sticks and branches in, it tears the bag and rips it. The first branch you put in it tears the bag so bad you can't continue to you take it out of the garbage can and it is worse. Instead of putting the bag inside, put it outside the garbage can. Cut the bottom off the garbage can. That way you put twigs, branches, stickers. Crush it down with your feet. Is pressing against the plastic garbage can not the bag. And then you pull the word which can out of the bag. And put the bag on the curb. Thinking differently.

I had my granddaughter color for me. When she came over to visit , about eight years old. She said I would like to color a drawing for you Papa. I said that is great but color outside of the lines. I had I no idea what she would do. She did something similar to this. I don't have the original. It was on the refrigerator so long it fell apart. But this was amazing. She colored outside of the lines and it became almost iridescent, fluorescent. The next time you go to a restaurant as for a children's menu. Color the drawings outside of the lines. That's what I'm talking about. You hear about getting outside of the box, color outside of the lines .

Plant pops. If you have a bunch of plants, so you are going away or you don't like watering the plants. Just take frozen plant pops you can stick into the plant and it would water itself. If you went on vacation, stick a couple of them in their. That way it slowly waters the plant and it doesn't overflow the pot. And you have different pops for different plants with different fertilizers. Maybe one is plain water, one has a bug deterrent, one has fertilizer. Just a thought.

And here is the last one then we will wrap this up and take Q&A. I want to see, get ready with the chat box. I will ask these questions. This is an idea I came up with, about 19 years ago with three patents on it. I will let you create the company. To prove to you you can do this, so simple. First after -- first of all , doing marketing for the company , we didn't have much budget . We wanted to use the Internet as we had no budget the first thing was we are going after the kids. Why am I going after kids? I'm trying to get as many families, teachers, parents, kids, all the people in the community, trying to get to as many as possible but put in there why you think I'm going after the kids. If you grab the kids the parents will follow. I don't mean in a van by the school. I mean if you attract kids, McDonald's was excellent at that. That's why they put in the habit trails, or the playgrounds. Kid meals, the first ones with a happy meal. That was an assumption based on observation. And the parents have the money, exactly right.

So if we go after the kids, parents, family, schools, teachers , everybody will follow. What do kids like to do? If you have a bunch of kids they like to do something? Play. Survey says play, you nailed it. >> So far you are 100 percent correct. What do they like to play with? When my granddaughter comes over, when she was younger we would look at baby puppies on Google images, or penguins, whatever. Inevitably looking at them on the screen, you would become bored with the whole idea. So really kids don't like playing with virtual things , they really like to play with blocks, what else. Toys. Most people said toys in the chat box. Animals, real toys. Yes. You are awesome. Survey said toys. You got it right.

The only practical marketing medium I had, to get to as many people as possible with as little budget as possible. I could do television, radio, newspaper. An earlier I said what is the Bestway to get to the most amount of people with no money. Word-of-mouth. How do you do that, Internet. Absolutely correct. Internet, you got it. So far you have gotten everyone of these hundred percent correct.

What is the only thing that is attached to your computer that is attached to the Internet, that creates something tangible? That makes something? You hold in your hand. A printer, you've got it. Survey says yes, a printer. It makes it tangible, something you can hold it

What if I create a PDF, distributed on the Internet, and printed on a standard home printer that actually builds a three-dimensional toy , a replica of a company product. That's what I did. United Airlines was the first company I did it with.

I said what if I can create a specialty advertising product similar to a T-shirt or coffee mug, with your marketing message and logo, which we can change every 15 minutes where your customers who will represent all demographics, men, women, and children, rich and poor, they will actually ask for it. And I'll handle the manufacturer and fulfillment anywhere in the world, 24/7, 365, instantly and each time I fulfill one it will only cost you $.10. Are you interested. And they said yes. Then they said

 we can't honor the contract. We had 700,000 people come to the site. >> We also have brands, United Airlines, the city of San Diego, Ford, Chevrolet, British Airways . I have run this company for 19 years. There are no employees. I have three patents on this. It has generated 50,000 customers and over $1 million in revenue. And you guys did it. You see by following the formula, you did it, you came up with the correct answer and you can keep doing this. This was a million-dollar idea. You see how easy it is, if you follow the process. I will wrap it up with questions but nowadays we are still using the same tools . We have LinkedIn, YouTube, newspaper advertising. We are all equally competent. There's only one thing that will set you aside from everybody else. That means getting a new job, building your business, finding a new product, a new stream for your product. The only thing that Frenchy Hugh from everybody else with the same tools, is innovation. You have to learn to be innovative and creative. You will hear so much about this over the next four or five years but it will be the next trend because this is where we are. We all have the same tools. We all have the same capability. We will set one company, one person, one product, with the ability to be creative and innovate.

Here are a couple of books I wrote. Go to Lon Safko . Click on that button and I will give you the free book. The letter -- the 3C's of innovative thinking.

How did we do? [laughter]

All right lawn, awesome. So good did thank you so much. Let's go ahead and move into the Q&A portion of this webinar . We will take questions from the participants. We have some coming in now that we will address in the time we have remaining. Folks continue to submit questions through the chat window. And we will address as many as we can.

 Okay Lon , let's take the first question from racing. What is the bests way to use data for innovation. >> Data is everywhere. Absolutely everywhere, look at a server report, look at Google analytics, YouTube analytics. Look at your email. Analytics if you're using a service like get response or [indiscernible] as many places as your customers, prospects, or like-minded people. [indiscernible] if you are starting something new, look for trends. What is selling on Amazon. What are people talking about on blogs. What are news stories talking about. How can you anticipate what the next trend is going to be. You can do that simply by listening. Data is actually everywhere. Be aware and keep looking. Most of the data is not useful. But you don't know which is it push it to your brain and look for that solution.

Ruben says great stuff. Can you give examples of how you can apply this to service industries such as home care, and hiring employees. >> Let me start with hiring employees. OMG. I have had companies word had 30 employees, 25 national offices. By far in my career that's the biggest. But you can apply to a service. Sit down and define what the problem is. And then grabbed the e-book and go through it. There is a lot more detail in their. Go to the 5W's. What causes the problem? When does it happen , who does it happen to. Right down is much as you possibly can. When I teach small businesses about developing a business plan, I tell them you have to develop a plan, plan your work and work your plan. In the real world it doesn't work that way. Entrepreneurs, the first 15 minutes, body parts, you're running in every direction. By doing a business planner, the 5W's, it forces you to look at the problem. It is so accurate , such detail, you now begin to understand and see it from different angles. I looking at it differently, that is where you will apply the data to solve the problem. So yes it will work for employees. Try this. Get a few people together and define the 5W's. Find out what you can do differently. The process will actually help you do that.

All right. The next question is from CW. If practicing shelf reflection -- self reflection helps the new patterns such as meditation.

Yes , Y. The reason is, it forces you to do quiet time. You know meditation is about blocking out the outside world , about listening to the right side of your brain. And not listening to anything else. So yes, meditation is kind of like that part of the 3C's on steroids. An excellent way to do it. Honestly when I'm trying to solve a really tough problem, I will meditate. Sometimes I am too lazy, or too tired to fall asleep. Meditation is a great way

 to force your right brain to communicate to the left brain. The solution is probably already in there, you just haven't heard it yet. Great question.

And Lon, from Jennifer, who would like to know do you know when if a patent is needed.

I have mixed emotions . I have three patents but I also have over 150 Fortune 500 companies infringing on my patents. It wasn't until I spent half $1 million creating patents that if I don't have another $5 million, the patents actually completely worthless. There is a dichotomy. Verify you are the first person to do it , but now it's your responsibility to literally spend millions of dollars to defend your self. The big companies realize you don't have that kind of money. So they don't care, it doesn't matter. One of the bests things to do, what I call a poor man's patent. Like you're going to do a real patent application, get one but you don't have to send it in. Go through the 5W's, everything you know, put it in an envelope and seal the envelope. Send it to your self certified registered. Five bucks. Don't open it . What happens is you now have a federally stamped, dated a sealed document, that proves the date you came up with the idea. That actually is almost as good as a patent. It's called the poor man's copyright. If you think you have a really good idea, it will cost a lot of money and take a lot of time to get a patent. Sometimes doing that, being the first to the market, is generally the Bestway to go.

 All right, the next question is from Italy. If you have any suggestions on how to overcome the round peg thinking. She has a lot of ideas that run up against the fear of trying new things. And would like to know how you would suggest overcoming that.

That is a really big problem. People and corner offices, C suite, CFOs, CIOs, those people are generally , they didn't get there because they took risks, they are generally very conservative people. Dealing with financial people, forget about it. They are the least creative. Not all of the time, don't send me hate mail. The left brain doesn't listen to the right brain. That is tough. The Bestway to get the attention of the CEO, do a project or propose a project, and get results in statistics. Try it, push it out on Facebook. Come back with real information, not guessing. If you can go back to a CFO or a CEO and say here is a project, here is how we tested it, here is the response we got. They cannot argue with that. Trying to sell them on an idea, unless it's very progressive , and they are very right brained, it will be very difficult. The only way to do it is with actual results .

Okay. The next question is from Brenda. Awesome presentation, she really enjoyed it. She does creative seminars and workshops. She would like to know if you can recommend how large your marketing on testing groups should be in a business like this it

That is a great question that will really depend on the resources. Obviously trying to make it as large as possible. If I am testing an idea I have about 19, 20,000 people that are my closest friends in my email. I will send it to them and see what they think, if I want to test a larger audience I push it on Facebook. Maybe pay for a couple of paid ads. If I am testing, I just need a little bit of feedback, I will take 10 or 15 people that I respect, and send it to them to get their opinion. And sometimes I just ask my wife. She is pretty smart . It really depends. The larger the group, remember statistically, the larger group of people you can get involved, the better response you will get.

We have time for one last question. What are the most common cognitive biases are fallacies that get in the way of calculating?

Great. There is a lot of cultural and environmental problems. The biggest thing is fear of failure . That keeps so many people from being successful. Fear of failure. It doesn't bother me at all . It just means I have to try something different, do it a different way. Once I win that, once I know the worst that could happen is I fail, if it didn't kill me it doesn't matter. The biggest biases, the reason that 99 percent of five-year-olds, asked if they were creative, they said they felt they were creative . Less than five percent of high school kids felt they were creative. What happened? It is drilled out of us. Beaten out of us that, by the people that we trust the most.. The reason is, they believe if we can conform, if we did not stand out and are not unique, we would fit in better and have happier lives . Easier to get a job, easier to get a spouse. If we conform we are happier. But that's not the truth. In my case I couldn't conform. I am glad at an early age they accepted that. Don't conform. Get out of the box. Color outside of the lines.

 Be your self. It is okay. If you fail that's okay. I have failed more times than I have succeeded. I have learned more from failures than farm successes -- than from successes.

Okay. That is

 -- that is all the questions we have time for today. If you did not have a chance to address your question during the segment, we encourage you to connect with a SCORE mentor after today session . Mentors can be found online or in a local chapter near you, and can help you with your business needs. Also, if you are interested in becoming a SCORE mentor, you can get information and apply online. I will go ahead and post a couple of links to provide you with a way to access further information.

As a reminder, a link to the recording of the session and the presentation slide deck, will be sent in a post event email. We will send that out and just a little bit later on today. Be on the lookout for that. And on behalf of SCORE , I would like to thank you all for taking the time out of your day to attend this session and I would like to give a very big thank you to Lon Safko for presenting for us today. Lon , thank you so much.

Love you guys. I always enjoy being here it

Thank you again everyone. Have a great rest of your day and take care.

[Event concluded]