



**PPAI** **SPARK**  
*From Home*  
For Young Professionals

**July 16, 2020**

#ppaispark  
#sparkinnovation



A **PPAI** Program • [ppai.org/spark](https://ppai.org/spark)

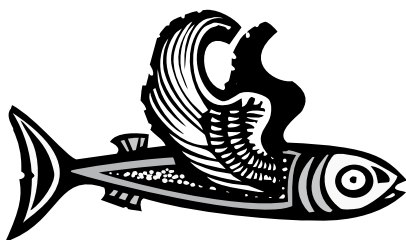
# LIVE VIRTUAL SESSION

- Step 1: Make sure** you have your webcam turned on. For the best audio quality we recommend utilizing a computer headset with a microphone.
- Step 2: Download** the resources from the resource section of the launch page.
- Step 3: Please** keep your computer on **mute** during the 15 minutes of content between brainstorming sessions.
- Step 4:** During brainstorming sessions, **please turn on** your microphone and webcam so you can talk with your peers.
- Step 5: After** you have completed your assignments in the brainstorming session rooms, **please select Leave Meeting Room** and rejoin the larger group in the general session space.
- Step 6:** If you have **questions**, please raise your hand using the **participants tab**. We'll ask you to turn on your mic to ask your question during the planned Q&A time.
- Step 7:** Throughout the session you can **send a chat message** (located in the bottom of your screen) to the presenter, group or specific people.
- Step 8: Please note** we will be recording the virtual conference for on-demand viewing, however your breakout session rooms will not be included in that recording.
- Step 9:** You can always turn your microphone and camera off if you need to take **a quick break**.



One's philosophy is not best expressed in words; it is expressed in the choices one makes and the **CHOICES** we make are ultimately our responsibility.

– Eleanor Roosevelt



# MiND MAPPiNG

When you think about innovation, draw what comes to mind.

Sketch your idea here



My philosophy is that, not only are you  
**RESPONSiBLE** for your life, but doing  
the best at this moment puts you in the  
best place for the next moment.

– Oprah Winfrey



If you want something **NEW**, you  
have to stop doing something old.

– Peter F. Drucker



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# Can You Find All Our **SPARK** Workgroup Members?

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K Z E R K U W Y S P X K N Q N N F C Z D  
A X P F R I N Q D Y J A W F C S P P V A  
U C A Z L N G R C W M C T I X T X C G V  
R S F I L R V U B N A I R N N E G M Z I  
Z H G U R V T M W Y Q E U A G P A E C D  
M I B S C P H M R T S B T C D H L G G G  
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Z J D T T C U R X N A I I M V N C A R I  
X H U Q P I V Q P H X N C V T M I N I G  
Z X D T F F A O R P T N S Z V C A K Q E  
H A D L F B I E Z R A E C Z R F S O N R  
W T K D X J V W W L Y R Z C S A K R F O  
U O K O Y E N Y I K L O R N P D I Y I U  
Y J Q S A K R Q O H O O I J Q D P B U Q  
Q T R H N B M C S O R R I L X E P A O V  
R M S A J M F Y C U B X C H A N E U V G  
X O K K F P M M B X O V Z W C A R E M O  
T J K V T Q V V S I R P O C F I G G N A  
V K P G M Z R E X D S R C D Y Q U N Y K  
K O J Y K S J E G Q T C Y D W Y R P M R

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Taylor Borst  
Kacie Brinner  
Tosha Everhart  
David Geiger

Meghan Kory  
Stephen McFadden  
Alicia Skipper

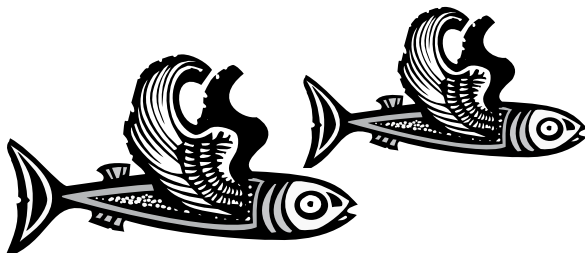
# EVENT AGENDA

## Thursday, July 16, 2020

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NOTE: All times are Central Standard Time (CST)

- 10-10:30 am SPARK From Home Conference Kick Off,  
Rising Stars Award Presentation And  
Icebreakers Led By The SPARK Workgroup
- 10:30 am-12:30 pm Innovation Boot Camp With Julia Maddox
- 12:30-1 pm Lunch Break
- 1-1:45 pm SPARK And IGNITE Discussion
- 1:45-2 pm Business Break: Time To Check Your Voicemail
- 2-3:15 pm Selling Your Idea And Getting Others On  
Board With Julia Maddox
- 3:15-4 pm Future Opportunities Round Table Led By  
The SPARK Workgroup
- 4-4:15 pm Business Break: Time To Check Your Email
- 4:15-5 pm SPARK Social And Happy Hour





*Harvard Business Review:*

## Why Great Innovation Needs Great Marketing

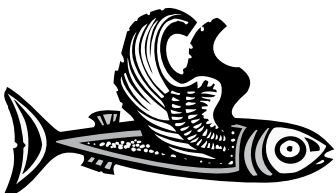
By Denise Lee Yohn

Published February 20, 2019

### Executive Summary

**Innovation** is a top priority for almost every organization. But to achieve success through innovation, companies must put as much **energy** and investment into marketing new offerings as they do in generating them. **Marketing** is and should not be executed merely through **tactical** functions of acquiring and retaining customers, as many companies practice it today. The full, business-growing power of the marketing function comes way upstream — from **creating markets**. Understanding people's fundamental needs and drivers, identifying customers, and developing the entire go-to-market and usage ecosystem are the essential aspects of marketing — and the ones that the **success of innovations**, especially breakthrough ones, hinge upon. Marketers need to be included in development discussions earlier in the innovation process.

To read the full article check out the resources tab on the session launch page.



## NOTES

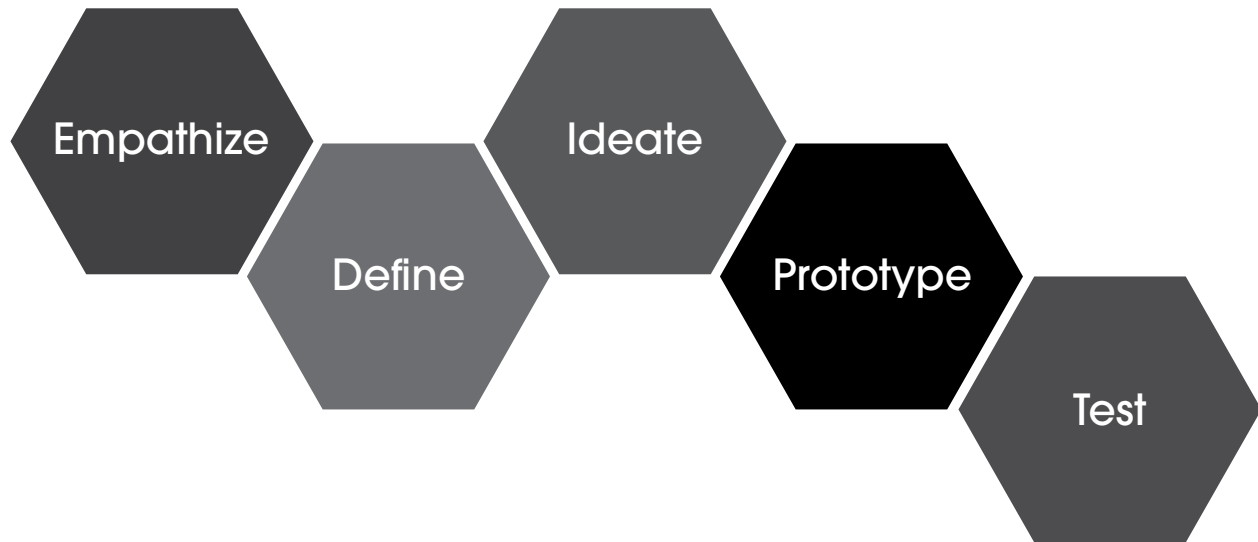
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# DESIGN THINKING CRASH COURSE

## Tool Kit

Inspired by the Stanford d.school design thinking workshop.



## Design the **IDEAL** wallet.

**Draw** 3 minutes

Sketch your idea here

**Your Mission:** Design something meaningful and useful for your partner.

Start by **gaining empathy** for their experience, story and perspective.

**1 - Interview your partner** - 10 minutes (2 sessions x 5 minutes each)

## Reframe the problem.

**2 - Reflect on your findings** -

3 minutes

**Needs:** What is your partner trying to accomplish?  
(use verbs)

**Insights:** What have you discovered about your partner's feelings/worldview you can use?

(make inferences from what you've seen/heard by asking "I wonder if that means...")

**3 - Create your problem statement** -

3 minutes

\_\_\_\_\_ name

needs a way to \_\_\_\_\_  
their needs

Unexpectedly, in their world,  
\_\_\_\_\_

# Ideate: **Generate alternatives to test.**

**5 - Sketch 4-5 (or more!) radical ways to meet your user's needs. -**

5 minutes


## Iterate **based on feedback.**

**6 - Share your solutions with your partner & capture feedback. -**

8 minutes (2 minutes each to present your solution x 2 minutes each to hear feedback)

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**7 - Reflect & sketch a refined or new solution. -**

3 minutes

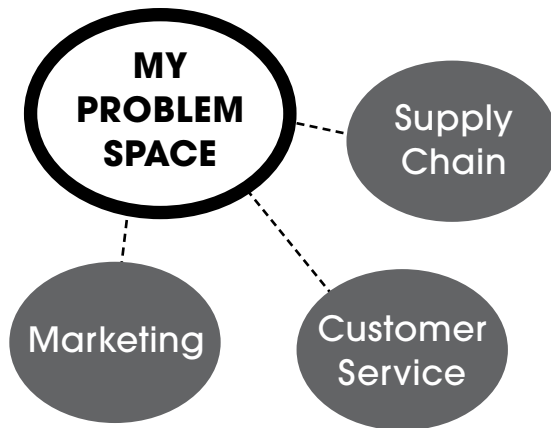
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# IDENTIFY PROBLEM SPACES

Julia Maddox - Strategy & Learning

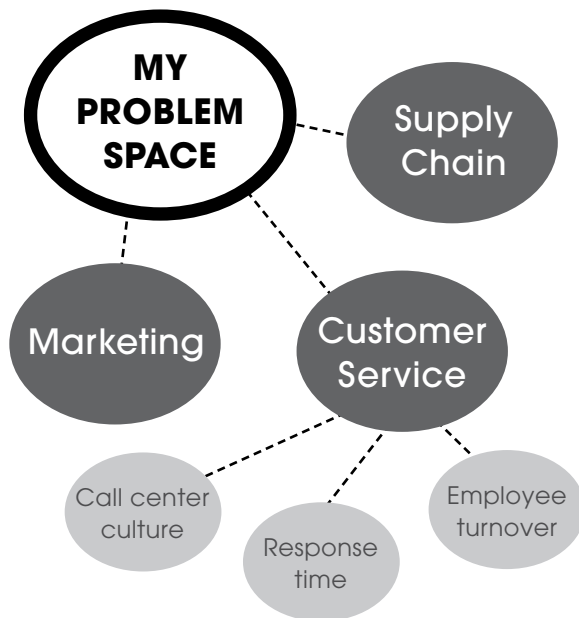
**Your Goal:** Identify observable problems to begin your Design Thinking Process.

1) Start by **identifying** the largest "buckets" that define your work.



Empty box for notes related to step 1.

2) Identify **pain points, problems** and **frustrations** related to each bucket.



Empty box for notes related to step 2.

3) **Choose** an initial problem space to focus on. Don't worry about feasibility yet. Select a problem that sparks your curiosity and makes you ask "why...?"

4) Now it's time to **fuel your curiosity** by talking to real people about their experience with the problem space. Using the Interview Guide, begin creating your plan.

# EMPATHY METHODS

Gaining empathy for real people is the most important part of the Design Thinking process. Without it, our innovations may never actually be used by the people we designed them for. Here are six of the most popular methods for helping us gain empathy.

## Individual Interviews –

**What it is:** Engaging people one-on-one for in-depth conversations.

**Good for:**

- Discovering thoughts, feelings, emotions, attitudes, motivations, and aspirations of individuals
- Establishing a rapport with the person to gain more open, honest perspectives

Notes:

## Group Interviews –

**What it is:** Engaging multiple people around a topic.

**Good for:**

- Learning about a culture of a group through their interpersonal dynamics
- Providing a platform for many voices to be heard

Notes:

## Expert Interviews –

**What it is:** Engaging those who have deep knowledge about the subject.

**Good for:**

- Building factual context around how a system, process, or product works.
- Helping stakeholders feel like they are part of the process

Notes:

## Empathy Methods - Continued

### Self-documentation –

**What it is:** Asking people to record their own experiences, using drawing, writing, collage, or photography.

**Good for:**

- Gaining insight into attitudes, values, or motivations.

Notes:

### Analogous Inspiration –

**What it is:** Think about how (seemingly) unrelated spaces, processes, or experiences could teach you about your challenge. What can a playground teach us about a children's hospital?

**Good for:**

- Breaking out of your assumptions of what's appropriate for a particular challenge
- Helping prepare your mind for ideation

Notes:

### Shadowing –

**What it is:** Gaining perspective by immersing yourself in the world of your user. With permission, follow a user as they use a system, process, or space.

**Good for:**

- Experiencing someone's rituals and behavior yourself.
- Gaining insight into the motives guiding certain decisions or behaviors as they are happening

Notes:

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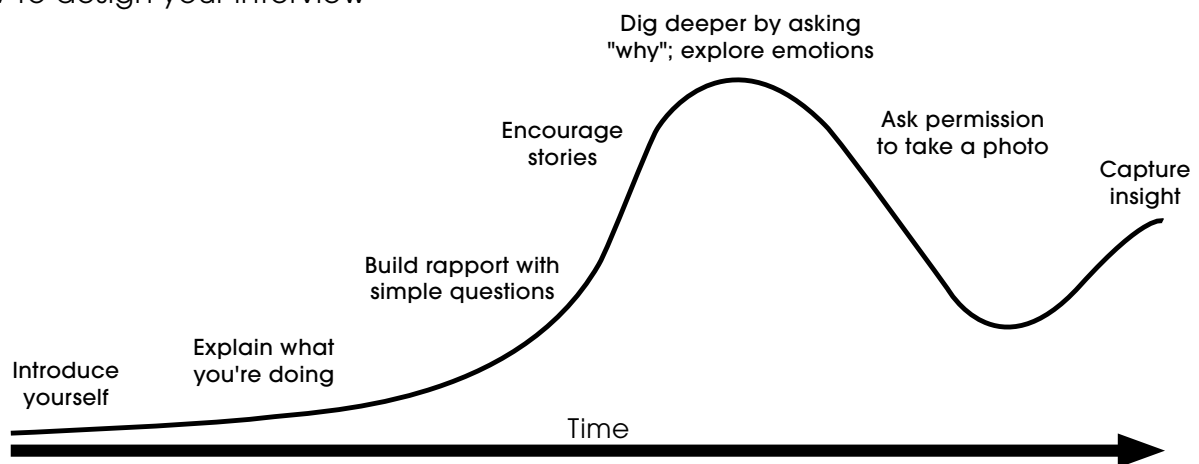
# INTERVIEW FOR EMPATHY

Julia Maddox - Strategy & Learning

**Your Goal:** Discover insights, surprises and opportunities by talking to real people.

**Why interview?** Gaining empathy for real people is the most important part of the Design Thinking process. Without it, our innovations may never actually be used by the people we designed them for. Here are six of the most popular methods for helping us gain empathy.

How to design your interview



Start with simple questions...

...then dig deeper.

For example:

How do you start your day?  
What's your favorite hobby?  
What's your major?

For example:

What makes you nervous?  
What do you want to be remembered for?  
Why do you think you feel that way?

## Things to keep in mind:

Shed your own assumptions and embrace a beginner's mindset.

Suspend your judgments. Keep an open mind. Never offer an opinion.

Be fully present and attentive. Show your interviewee they are interesting to you.

Interview in pairs when possible. One can ask questions whilst the other takes notes.



## Interview For Empathy - *Continued*

### TIP: ASK "WHY" (again and again...)

"I'm always late for my first class."

"Why?"

"I'm just not a morning person."

"Why?"

"Because I'm always tired."

"Why?"

"Because I stay up too late."

"Why?"

"It's the only time I can talk to my family in different time zones."

### TIP: STAY NEUTRAL

It's not your job to have an opinion. Make sure you don't reveal your point-of-view in your body language, tone of voice, or questions.

### TIP: EMBRACE SILENCE

Our instinct is to fill awkward silence. Resist! Silence can often inspire the interviewee to reveal new details.

### TIP: ASK OPEN-ENDED QUESTIONS

"Tell me about a time..."

"How do you usually..."

"What's your favorite way to..."

"What do you do when..."

### TIP: WATCH NON-VERBAL CUES

Did they lean in, nod, cross-their arms, sigh, rub their head, avoid eye-contact? Body language helps us discover how an interviewee feels.

## Other tools for gaining empathy:

### Observation

Watch your interviewee in action. Observe their physical actions, their habits, the products they use, and how they interact with people and things in their environment. Pay special attention to any work-arounds (adaptations or accommodations) they may have developed. These are often signs of unarticulated needs.

### Shadowing

Get your hands dirty! Ask your interviewee if you can go through their actions yourself.

### Research

Go to the library for help discovering first-hand accounts of stories and experiences.

### Capture your findings

Don't forget to record what you've learned in as many different ways as possible.

- |   |                                     |
|---|-------------------------------------|
| 1) Write down memorable quotes                  | 2) Draw important objects or scenes |
| 3) Record your observations and initial hunches | 4) Take pictures (with permission)  |

# BRAINSTORMING FOR INNOVATIONS

Julia Maddox - Strategy & Learning

**Aha!**

Brainstorming, alone or with a team, helps unlock our creative capacity to come up with many meaningful solutions to a challenge.

At this stage, our goal is to think of as many ideas as possible. Practical... wild... borderline impossible...clearly infeasible? Doesn't matter. (Yet.)

## Brainstorming Process

### 1) PREPARE

Grab markers, sticky notes, and a surface.

### 2) CHOOSE YOUR CHALLENGE QUESTION

A "How might we..." challenge question, developed from your user interviews, anchors your brainstorming to a common goal.

### 3) BRAINSTORM

Use the tips below to create many ideas for addressing your challenge statement.

### 4) DISCUSS & REFLECT

What ideas are exciting?  
How can you iterate further?

## Brainstorming Tips

### Go for quantity

Quickly create as many ideas as possible

### Encourage wild ideas

Push yourself to find radical, out-of-the box solutions

### Be visual

Show (don't tell) using drawings and diagrams

### Build on the ideas of others

### Defer judgment

Don't be a naysayer- assume that you'll find a way to make ideas work

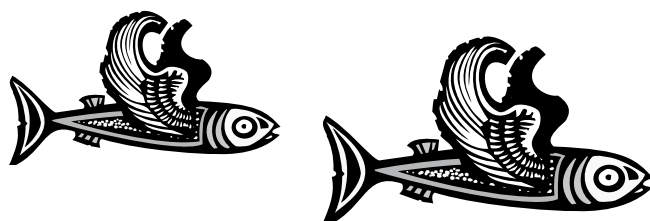
### One conversation at a time

When brainstorming with others, don't talk over one-another

### Stay focused on the topic

### Cluster & synthesize

Organizing your ideas helps spark inspiration and bring common themes to light



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# IMPACT AT WORK

## Elevator pitch chat

*Julia Maddox - Strategy & Learning*

The word “pitch” often brings to mind a certain kind of person—like a salesman, entrepreneur, or politician—who is trying to talk you into giving them money.

In reality, “pitching,” is just a mindset to help you motivate someone to take some kind of action: try out a new service or product, volunteer for a good cause, give you a job...

The best way to pitch without feeling like a sleazy used car salesman is to re-imagine your elevator pitch as an elevator chat—and to frame it with empathy and understanding for the person you’re talking to.

**Objective:** Create a compelling, human-centered case for why *you* and your *idea* provide unique value.

### How to frame your elevator chat

- 1) Keep your goals in mind...
- 2) ... but focus on their goals.
- 3) Explain the unique value you can provide for them.
- 4) Explain the unique value your idea can provide for them.
- 5) Ask questions, listen and empathize.

### How to prepare for an elevator chat

- A) Do your research. What motivates the other person? What are their values? What are their worries? What are they proud of?
- B) Be ready to explain why your idea is better than the alternatives. There’s always an alternative– even if it’s “do nothing.”
- C) Be tenacious but gracious. Confidence is key but no outcome is worth sacrificing the relationship.
- D) Practice!



# PPAI **SPARK** *From Home*

For Young Professionals

1. To download this coloring page visit **[ppai.org/sparkcoloringpage](https://ppai.org/sparkcoloringpage)** then right click and select Save Image As. Save the file in your preferred folder.
2. Open your favorite painting software and use the fill function or paint brush to color your design.
3. Save your design and share it on social media with tag #PPAISPARK.


If using crayons, markers or colored pencils is more your style, print out the coloring page and use your favorite medium to showcase your creativity.

# KEEP THE CONVERSATION GOING

## Stay Connected

With so many opportunities to stay in touch with fellow attendees, you'll find it easy to keep the conversation going.

❑ SPARK Promo Connect: Ask questions, share best practices, and connect with your peers. Visit [community.ppai.org](https://community.ppai.org)

❑ Instagram: @ppaispark 

❑ [OnlineEducation.ppai.org/SPARK](https://OnlineEducation.ppai.org/SPARK) - Find more online education and monthly virtual networking sessions:

- SPARK Networking July 21: Ugly Sweater Contest 5-6 pm CST
- SPARK Webinar October 27, 1-2 pm CST – Building Your Change Agent Network - virtual session

❑ Podcasts: Check out the PromoTalks: Generation SPARK Podcast on Spotify, Apple Podcasts or visit [OnlineEducation.ppai.org/Podcasts](https://OnlineEducation.ppai.org/Podcasts)

❑ SPARK Networking Reception at The PPAI Expo 2021, Tuesday, January 11, 5:30-7 pm • Mandalay Bay Convention Center, Level 3 Foyer.

- The Rising Star Award presentation will be held during this event.
- Registration will be included as an option when completing your online registration for The PPAI Expo 2021, or register in-person at The PPAI Expo Registration Desk on Level 1.
- This event is free for PPAI members and PPAI Associates. (Cash bar)

**If your actions create a legacy that  
inspires others to dream more, learn  
more, do more and become more, then  
you are an **excellent** leader.**

– Dolly Parton



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## NEXT STEPS TO IMPLEMENT CHANGES:

[illegible]



# CONGRATULATIONS

2020  
**PPB** Rising Stars



Jeff Franklin, CAS  
Headwear USA



Alyssa Inkrott, CAS  
Raining Rose



Sam Kabert  
SwagWorx



Jason Loui  
AnyPromo.com

# CONGRATULATIONS

2020  
**PPB** Rising Stars



**William Lovelace**  
Diamondback Branding



**Kate Masewich**  
commonsku



**Rachel Minogue**  
Monarch & Company



**Kate Plummer, MAS**  
Clearmount Plastics Ltd.

# CONGRATULATIONS

2020  
**PPB** Rising Stars



Alicia Skipper, CPIM  
PromoPros/IncentPros



Justin Washburn  
Full Throttle Marketing

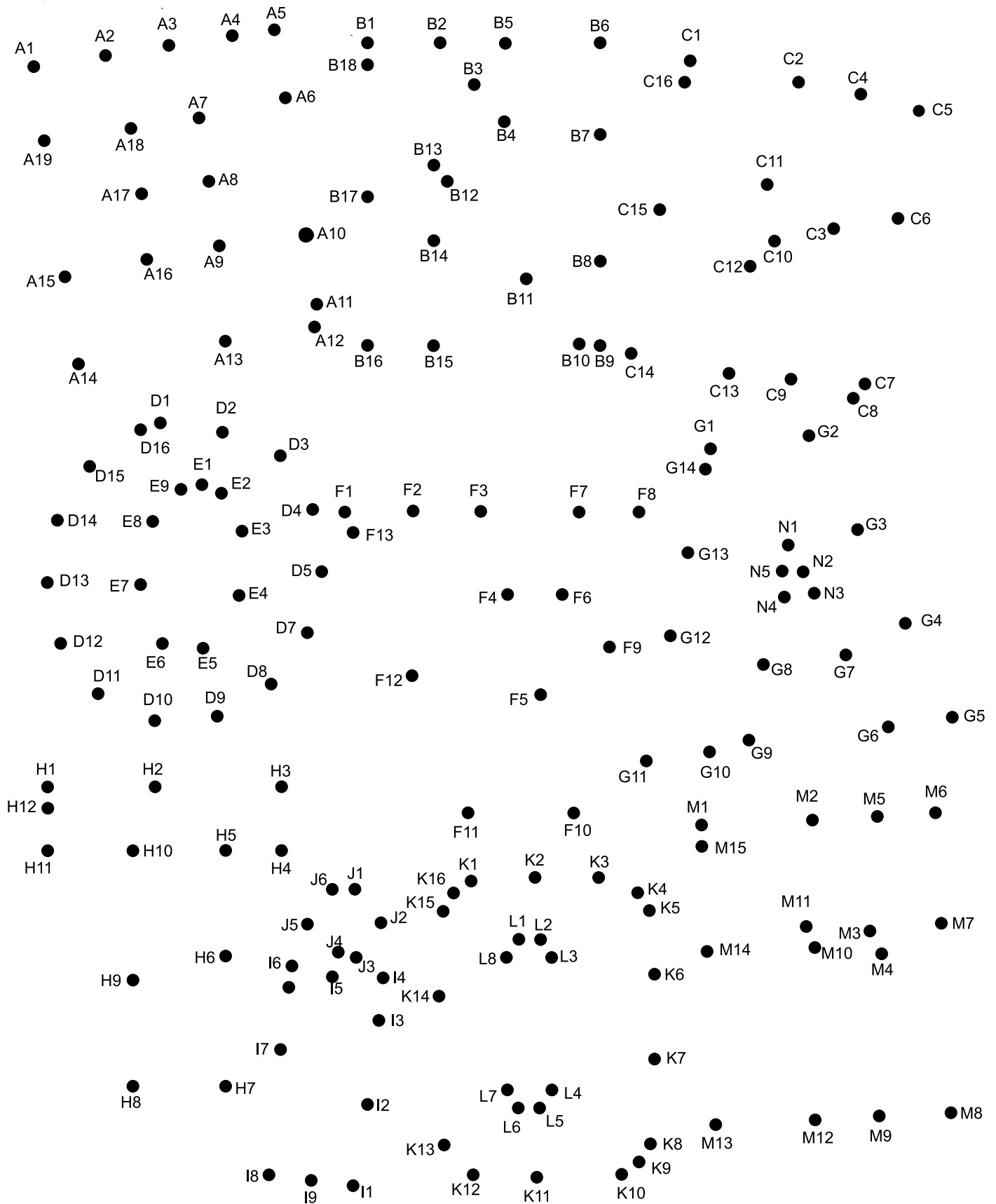


Tiffany Wu  
Bagworld



Colton Young  
Storm Creek

# CONNECT THE DOTS





# D2U

## Direct To You PPAI's Virtual Event Series



A full list of sessions and  
additional details are available at:  
**[ppai.org/events](https://ppai.org/events)**

July 23, 2020 - Diversity, Equity And Inclusion Forum

September 14-18, 2020 - Virtual Product Responsibility Summit

September 21-25, 2020 - Tech Week 2020 Powered By PPAI Tech Summit

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**July 16, 2020**

- ❑ **Connect with as many participants and speakers as possible on LinkedIn or Promo Connect**
- ❑ **Start a discussion or share your thoughts on an article on the SPARK Promo Connect discussion board**
- ❑ **Sign up for the monthly SPARK networking sessions**
- ❑ **Sign up for next SPARK virtual session on October 27**
- ❑ **Share your notes and start a conversation with your co-workers**
- ❑ **Use the workbook to guide your innovation process with design thinking principles**
- ❑ **Reach out to [JodyS@ppai.org](mailto:JodyS@ppai.org) if you're interested in volunteering for a 2 year term on the SPARK workgroup**

