

THE POWER OF
Sustainovation



NICK KITTLE
GOVERNMENT PERFORMANCE AND
INNOVATION COACH



OLYMPICS

SPORTS



SKI BALLET

1988-1992



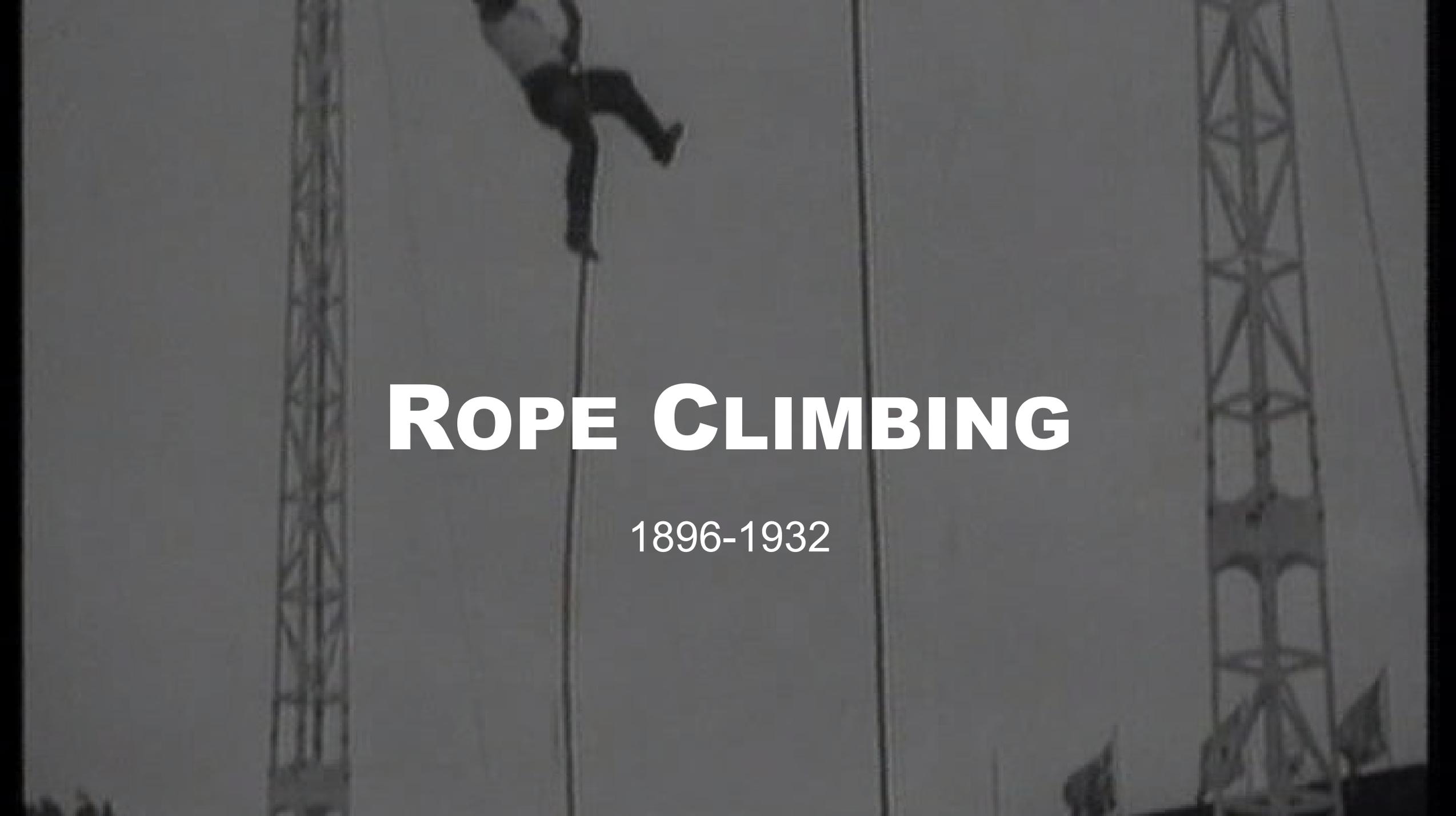
PISTOL DUELING

1906



TUG OF WAR

1900-1920

A black and white photograph of a person climbing a rope high above the ground, with two tall lattice towers on either side. The person is positioned in the upper left quadrant, leaning forward and holding onto the rope. The towers are made of a complex lattice of metal beams and are positioned vertically on both sides of the frame. The background is a plain, light-colored sky.

ROPE CLIMBING

1896-1932



HORSE LONG JUMP

1900



LIVE PIGEON SHOOTING

1900



SOLO SYNCHRONIZED SWIMMING

1984-1992



BREAKDANCING

2024-???

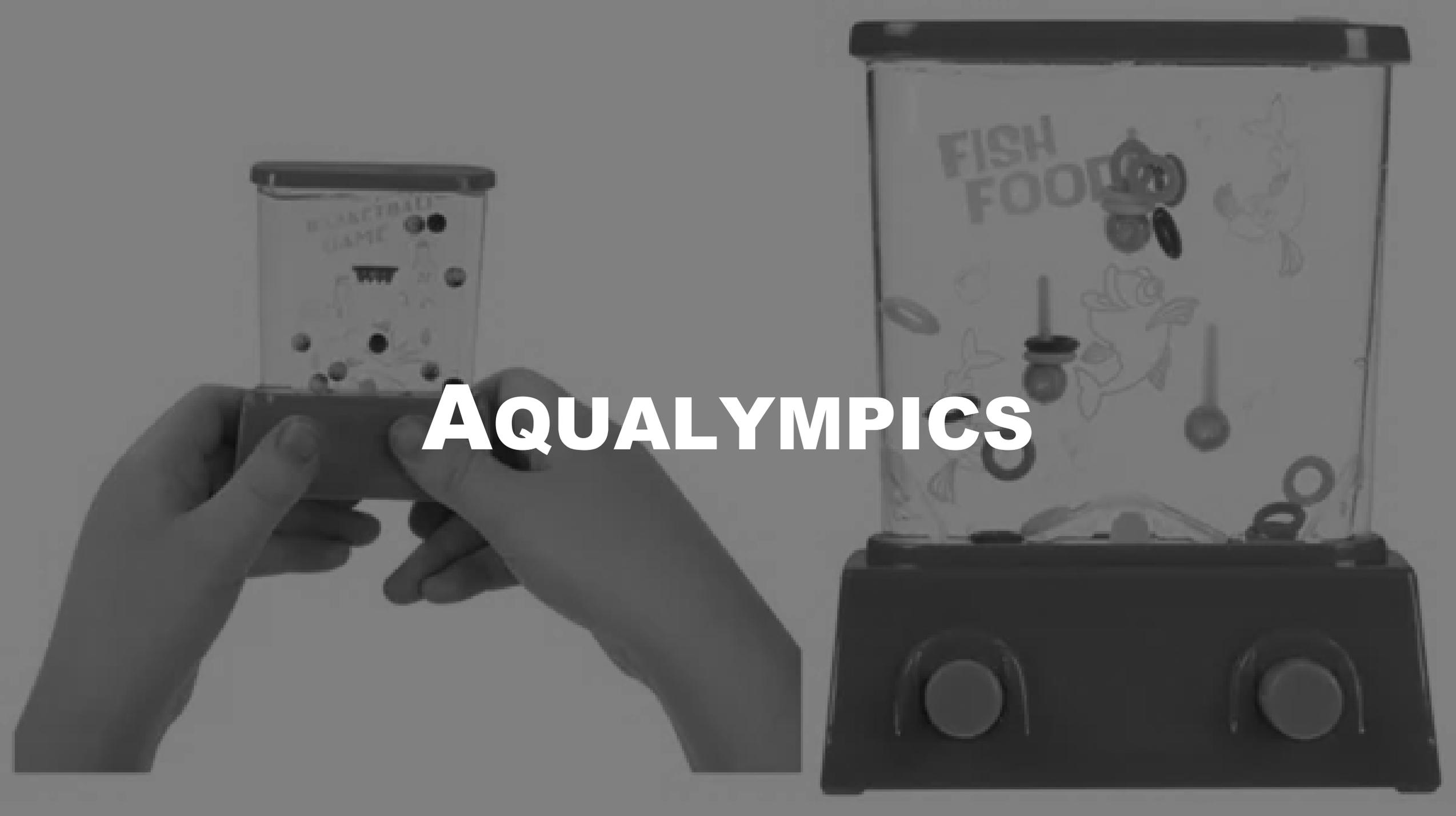
FUTURE SPORTS?





LEAP FROG

AQUALYMPICS





DODGEBALL

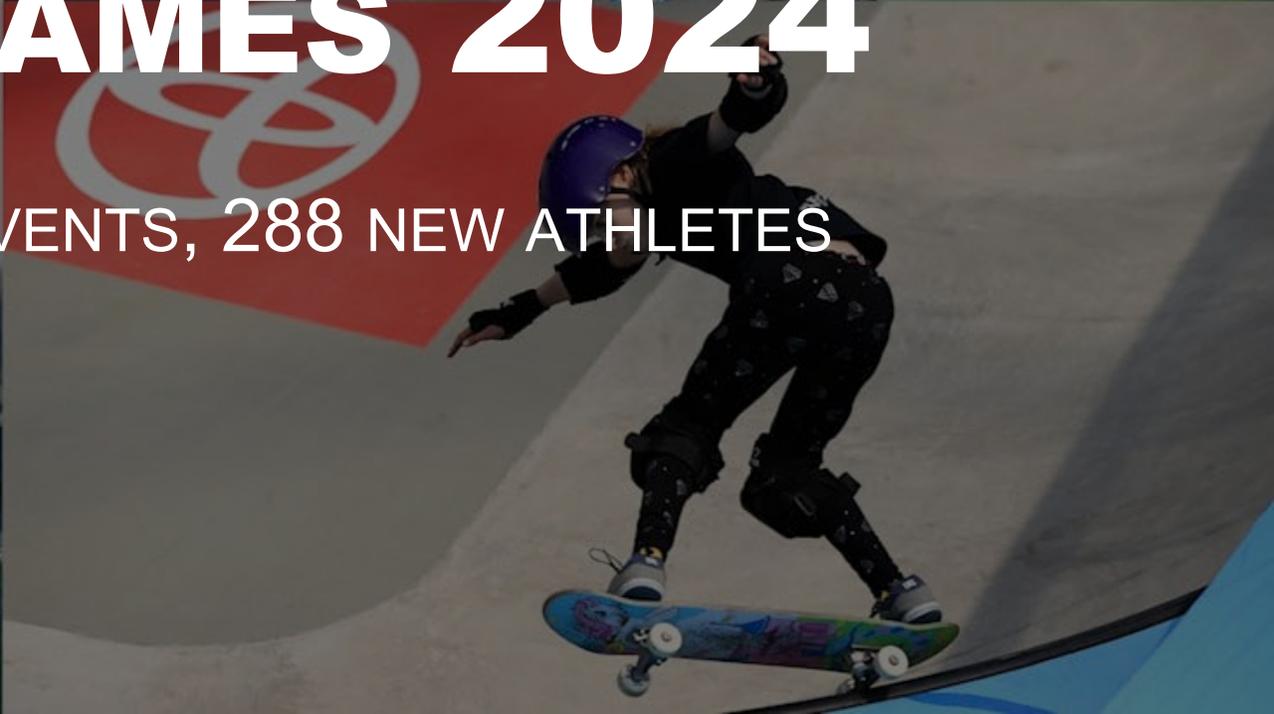
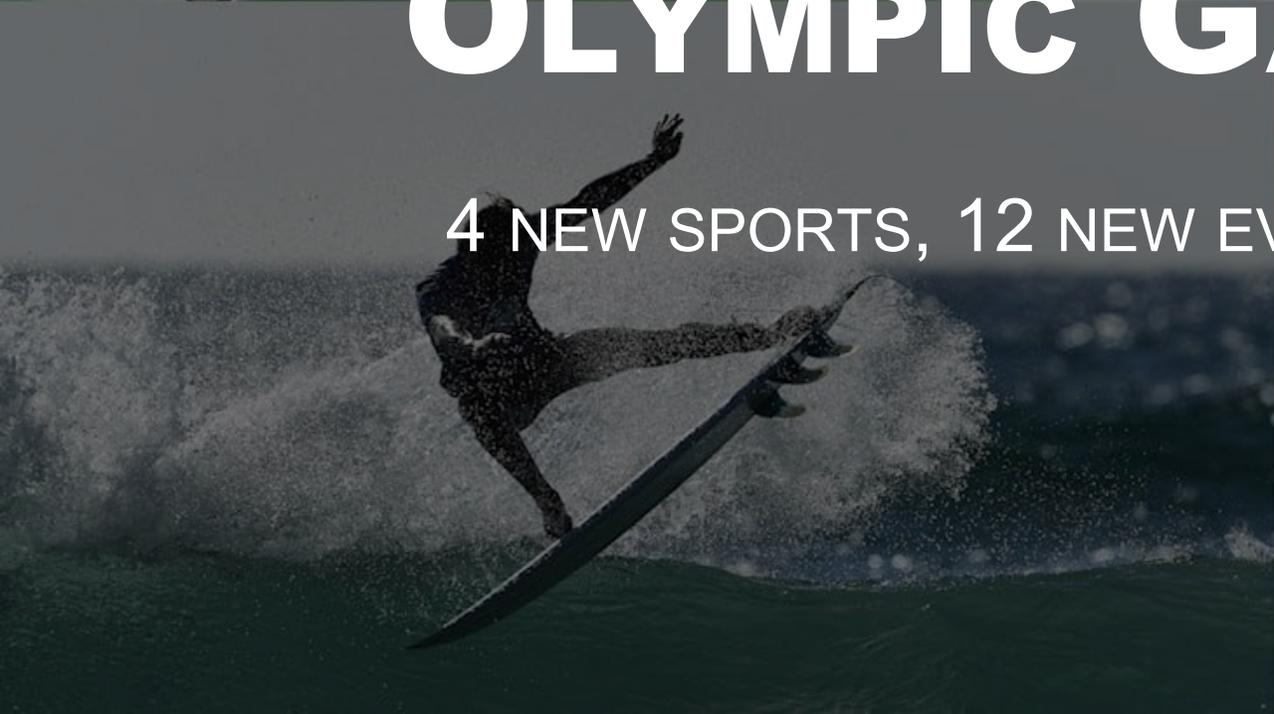
BUT SERIOUSLY...





OLYMPIC GAMES 2024

4 NEW SPORTS, 12 NEW EVENTS, 288 NEW ATHLETES





“WE WANT TO TAKE SPORT TO THE YOUTH. WITH THE MANY OPTIONS THAT YOUNG PEOPLE HAVE, WE CANNOT EXPECT ANY MORE THAT THEY WILL COME AUTOMATICALLY TO US. WE HAVE TO GO TO THEM.”

IOC PRESIDENT THOMAS BACH



OLYMPIC INNOVATION

GEAR, DATA & TRAINING



SUSTAINABLE INNOVATION



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."



Government



Illness and Death



Man-made Disasters



Crime



Economic

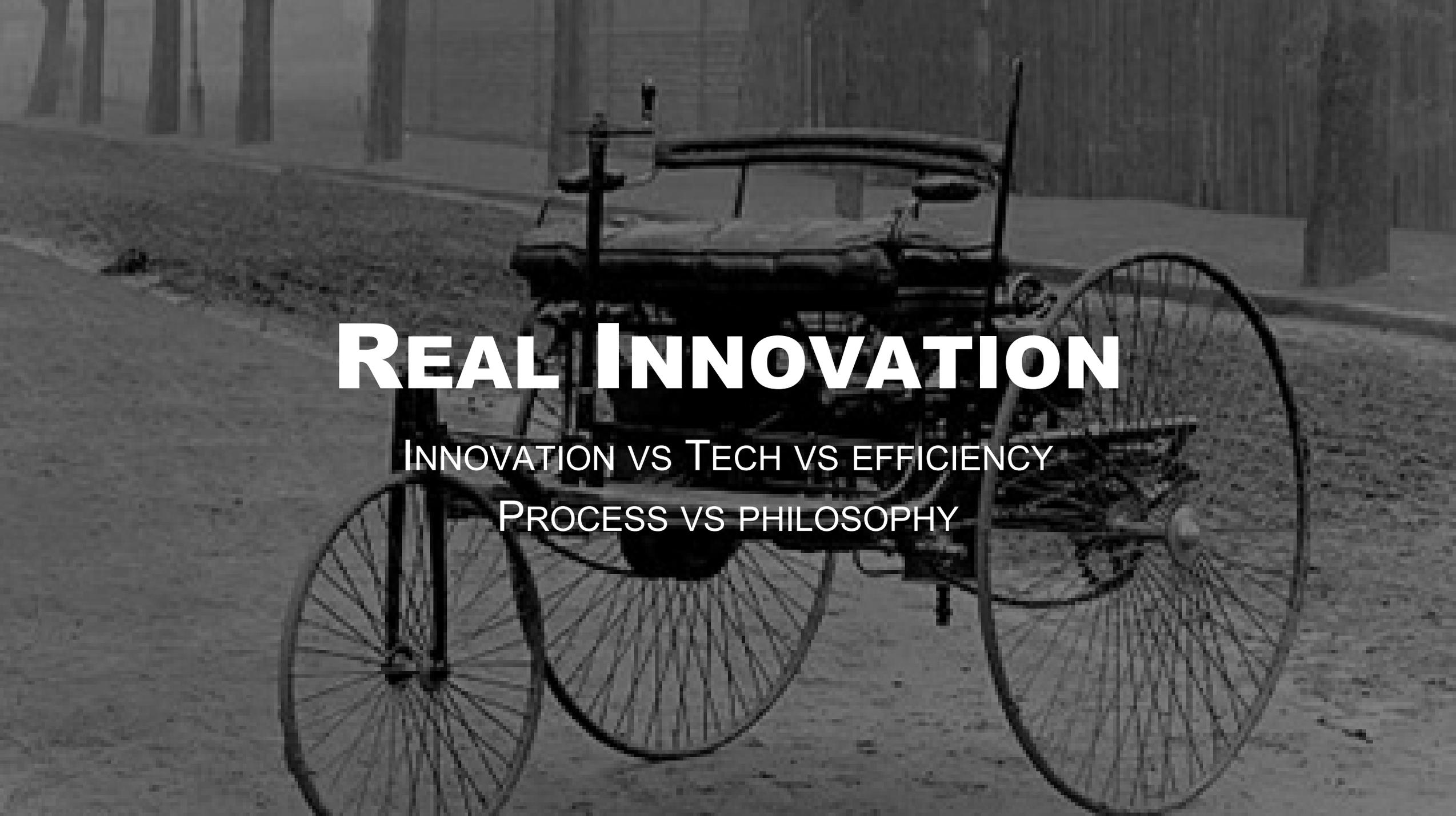
A person in a dark suit is shown from the chest up, pointing their right index finger directly at the viewer. The background is a dark, blurred grey. Overlaid on the image are several semi-transparent icons: a central glowing lightbulb with radiating lines, and numerous interlocking gears of various sizes scattered across the scene. The text is centered horizontally and vertically over the person's hand and the lightbulb.

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



TRUE ENEMY

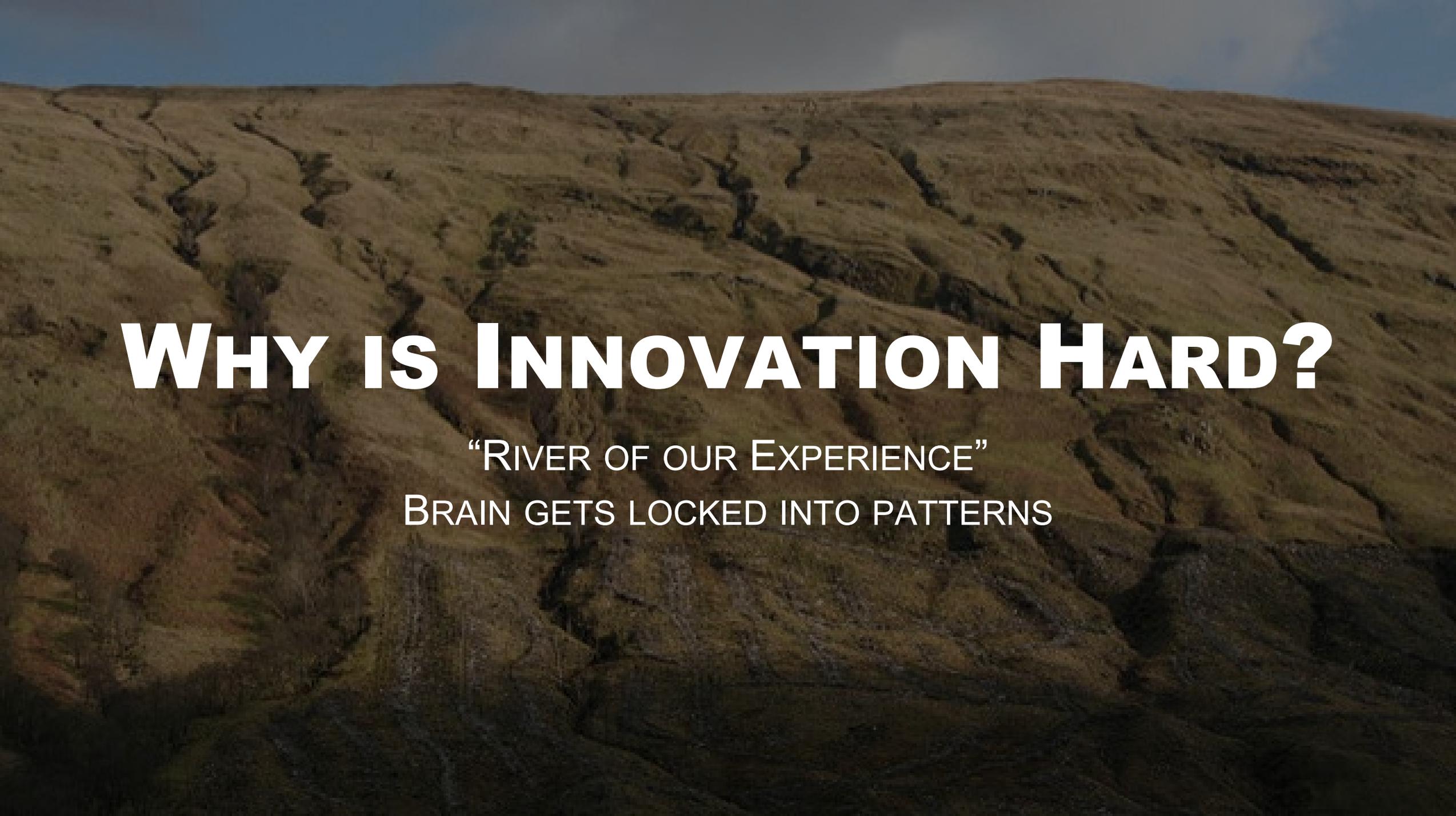
APATHY



REAL INNOVATION

INNOVATION VS TECH VS EFFICIENCY

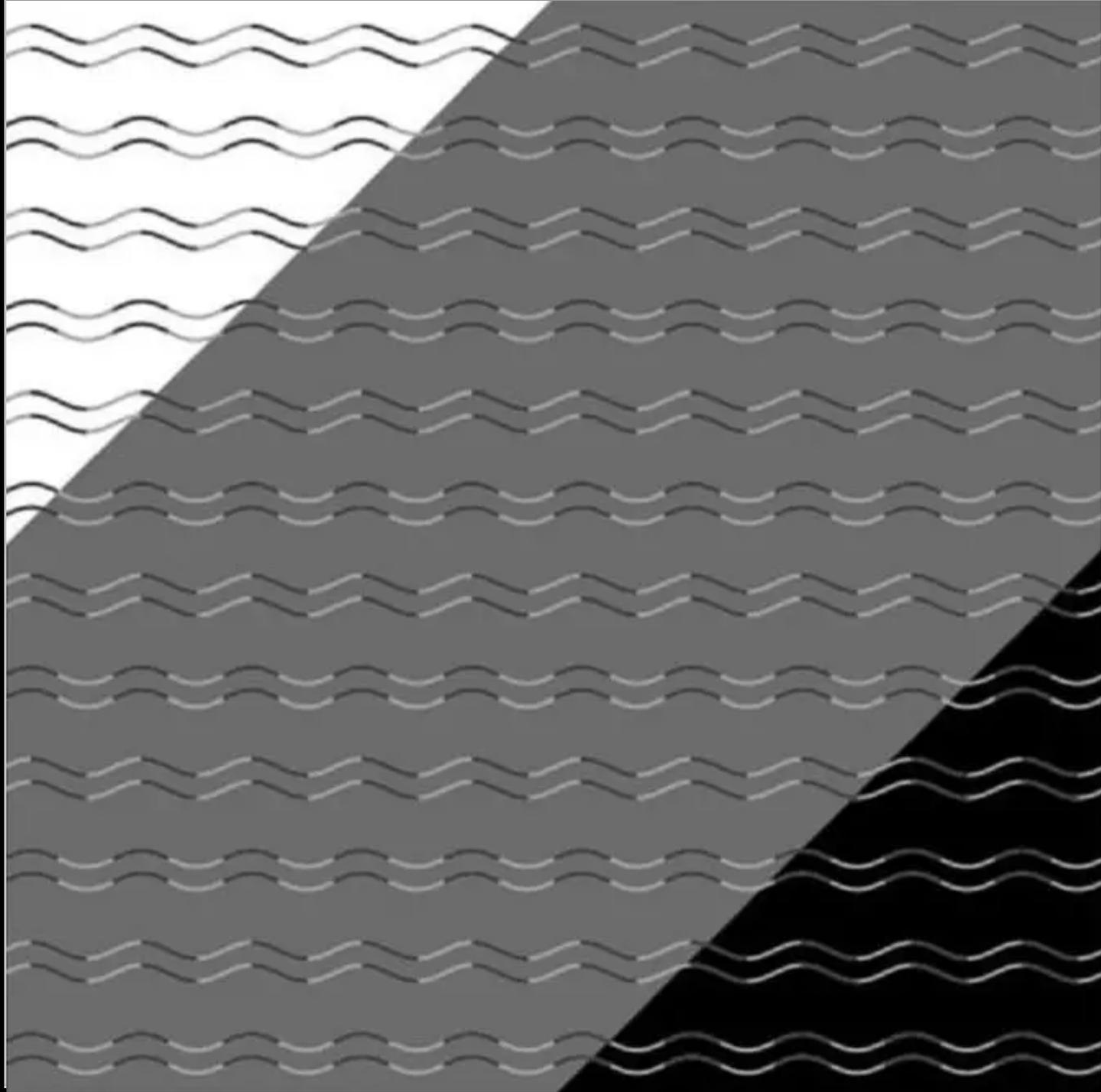
PROCESS VS PHILOSOPHY



WHY IS INNOVATION HARD?

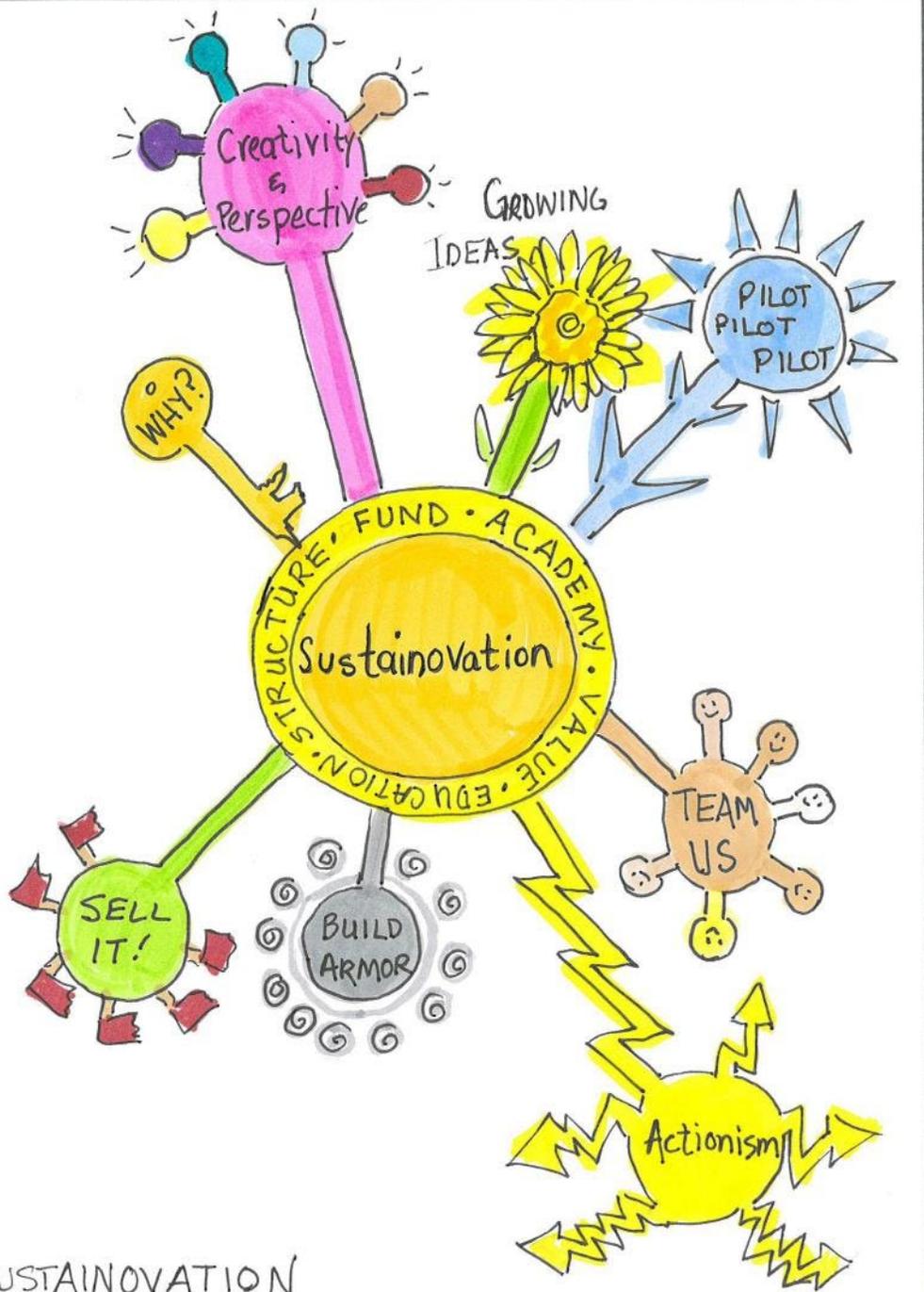
“RIVER OF OUR EXPERIENCE”

BRAIN GETS LOCKED INTO PATTERNS



A black and white photograph of a field of clovers. The clovers are densely packed and fill the frame. In the bottom left corner, one clover is highlighted in a vibrant green color, standing out from the monochrome background. The text "INNOVATION IS CREATIVITY IMPLEMENTED" is overlaid in the center of the image in a bold, white, sans-serif font.

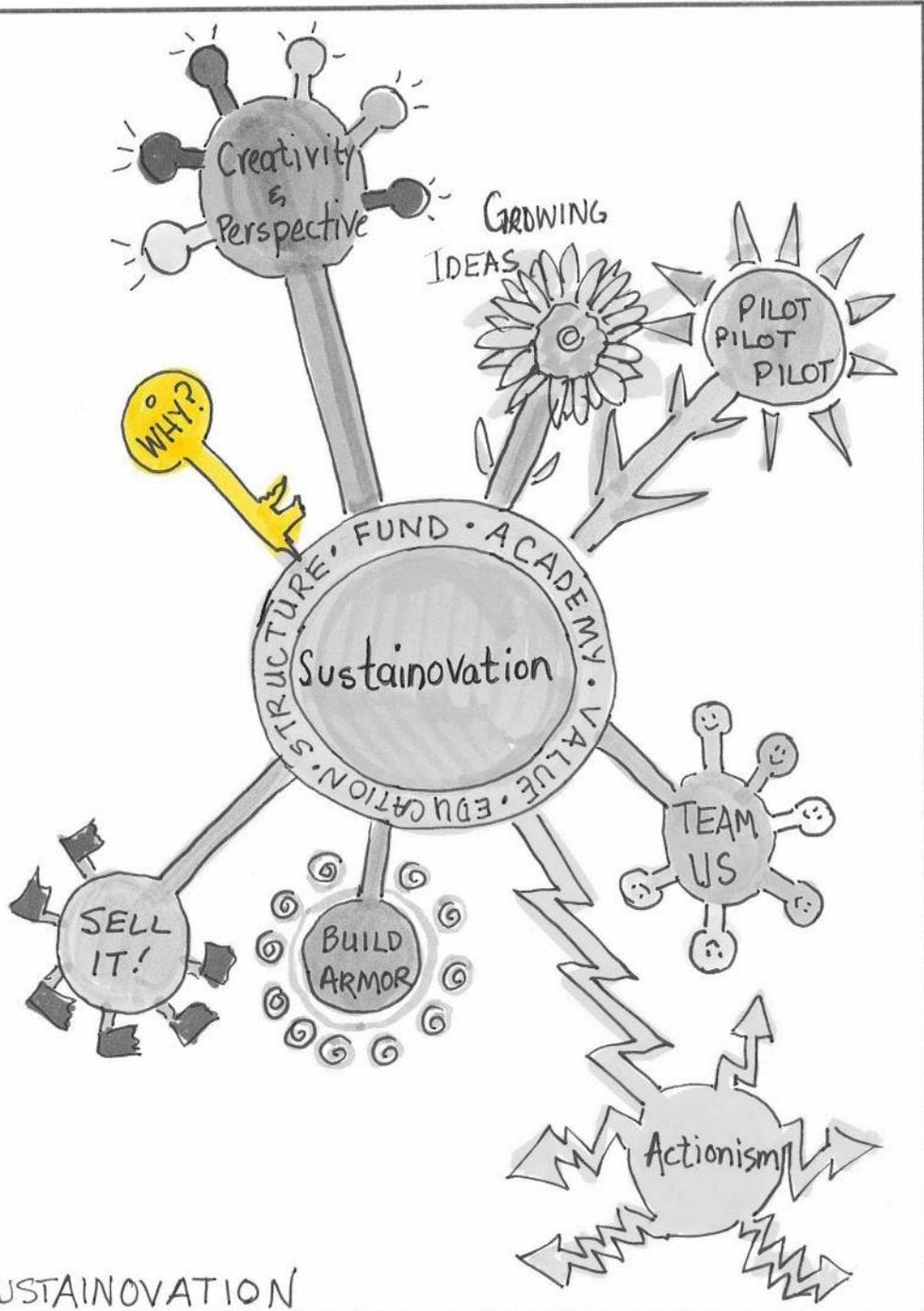
INNOVATION IS CREATIVITY IMPLEMENTED



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

Sustainovation

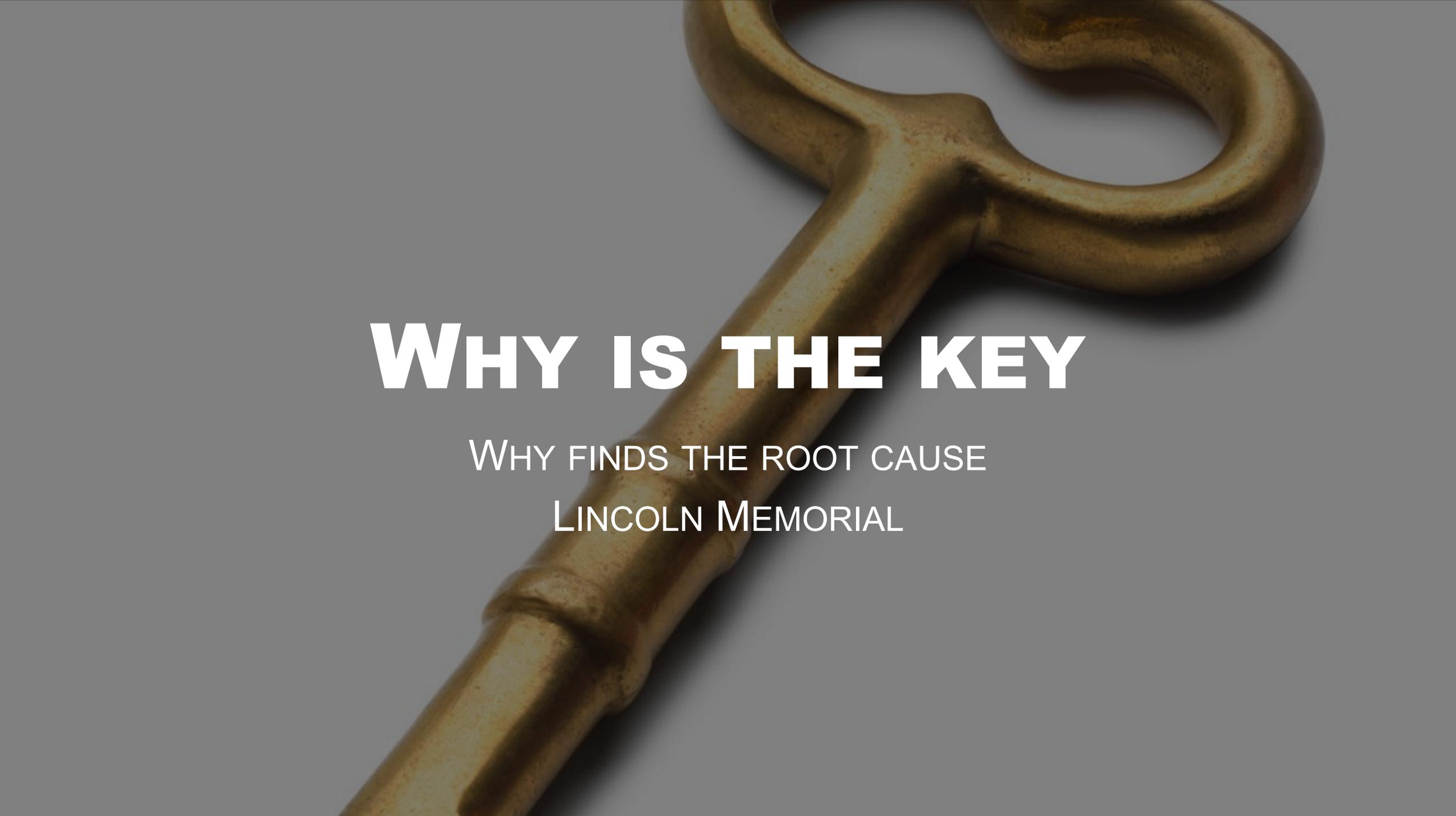
IMPLEMENT
 TEAM US
 ACTIONISMS
 BUILD YOUR ARMOR
 SELL IT!



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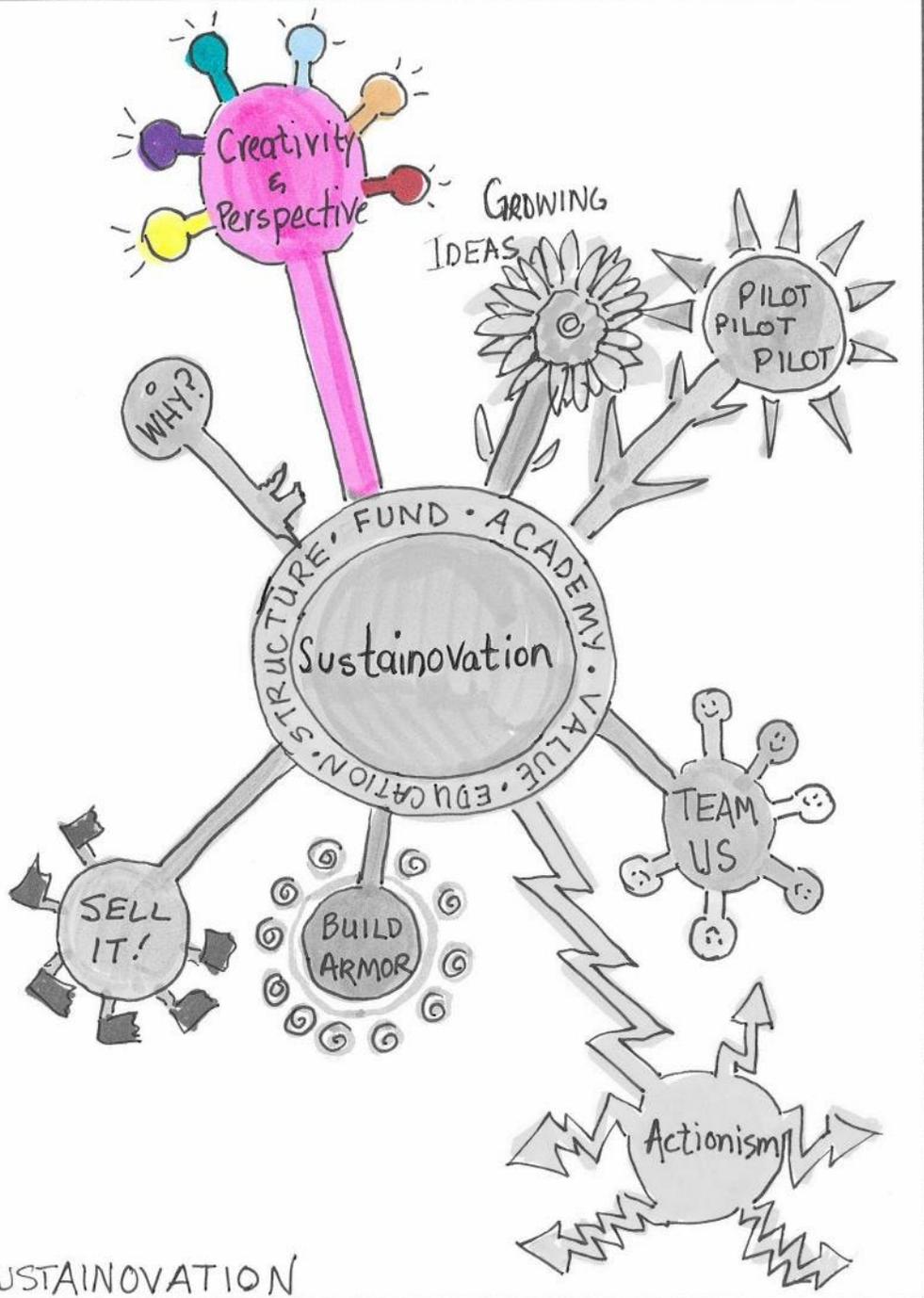
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WHY IS THE KEY

WHY FINDS THE ROOT CAUSE

LINCOLN MEMORIAL



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A satellite view of Earth from space, showing the Americas and surrounding oceans. The image is dark and atmospheric, with the text overlaid in white.

CHANGE PERSPECTIVES

NASA STUDY ON CREATIVITY



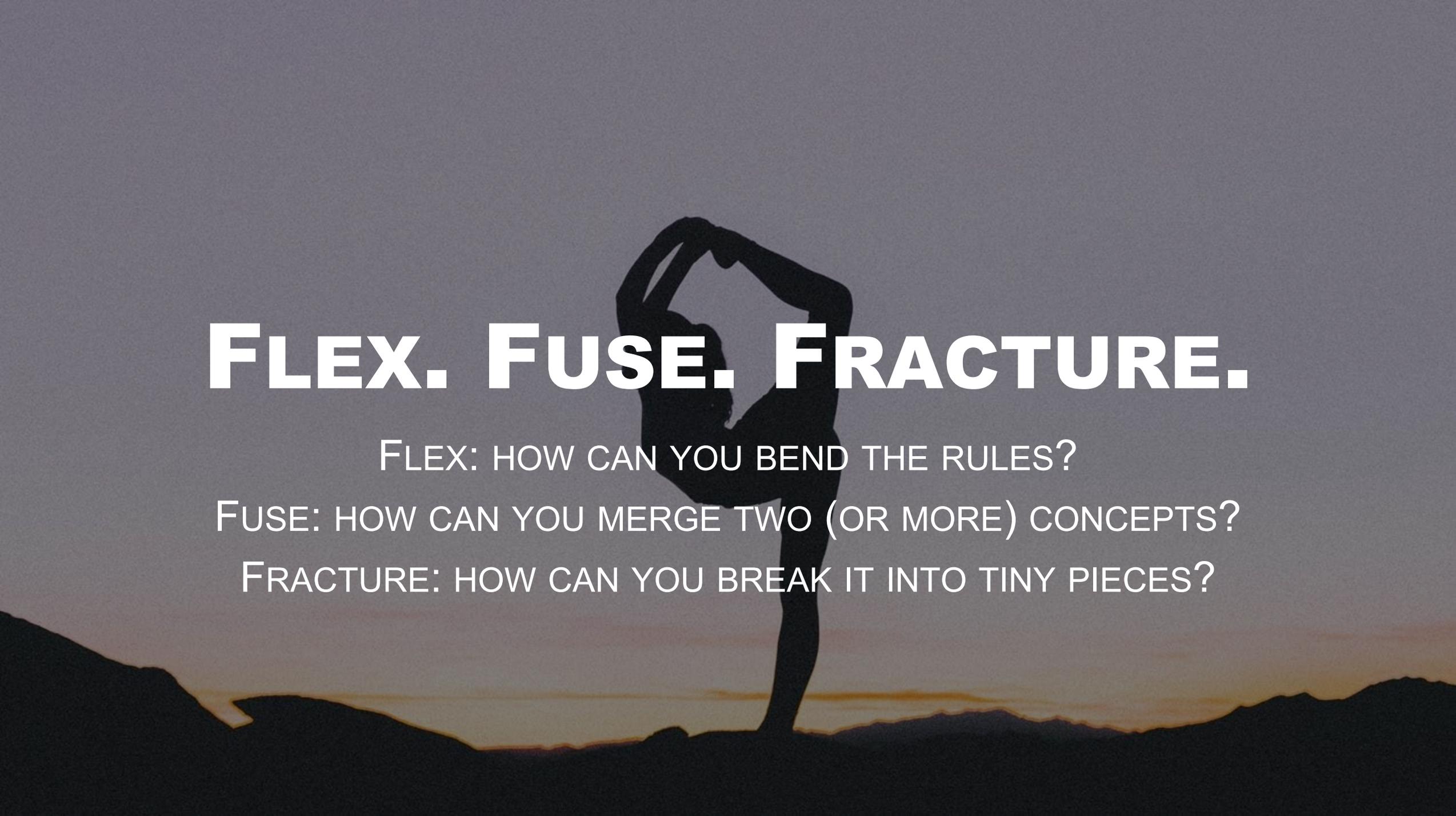
“CREATIVITY COMES IN WAVES.”

WHEN ARE YOU MOST CREATIVE?

HOW LONG DOES IT LAST?



CHILDLIKE WONDER

A silhouette of a person in a yoga pose, standing on a dark, uneven ground. The person's arms are raised and bent, forming a heart shape above their head. The background is a gradient of colors from dark grey at the top to a warm orange and yellow at the bottom, suggesting a sunset or sunrise. The overall mood is contemplative and serene.

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?



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.

BOVILEXIA

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



ELLECELLERATION

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

GAPIANA

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



An aerial photograph showing a large-scale solar farm installation. The solar panels are arranged in neat, parallel rows on a cleared, brownish ground. The facility is located adjacent to a multi-lane highway interchange with several vehicles, including cars and trucks, visible on the roads. The surrounding area includes some green fields and a line of trees in the background.

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 a dark brown center. The background shows a green field and a line of trees under a clear sky. The text 'BIOFUEL MEDIANS' is overlaid in the center in a large, bold, white, sans-serif font.

BIOFUEL MEDIANS

TENNESSEE



POCKET PARK BIOSWALES

WASHINGTON



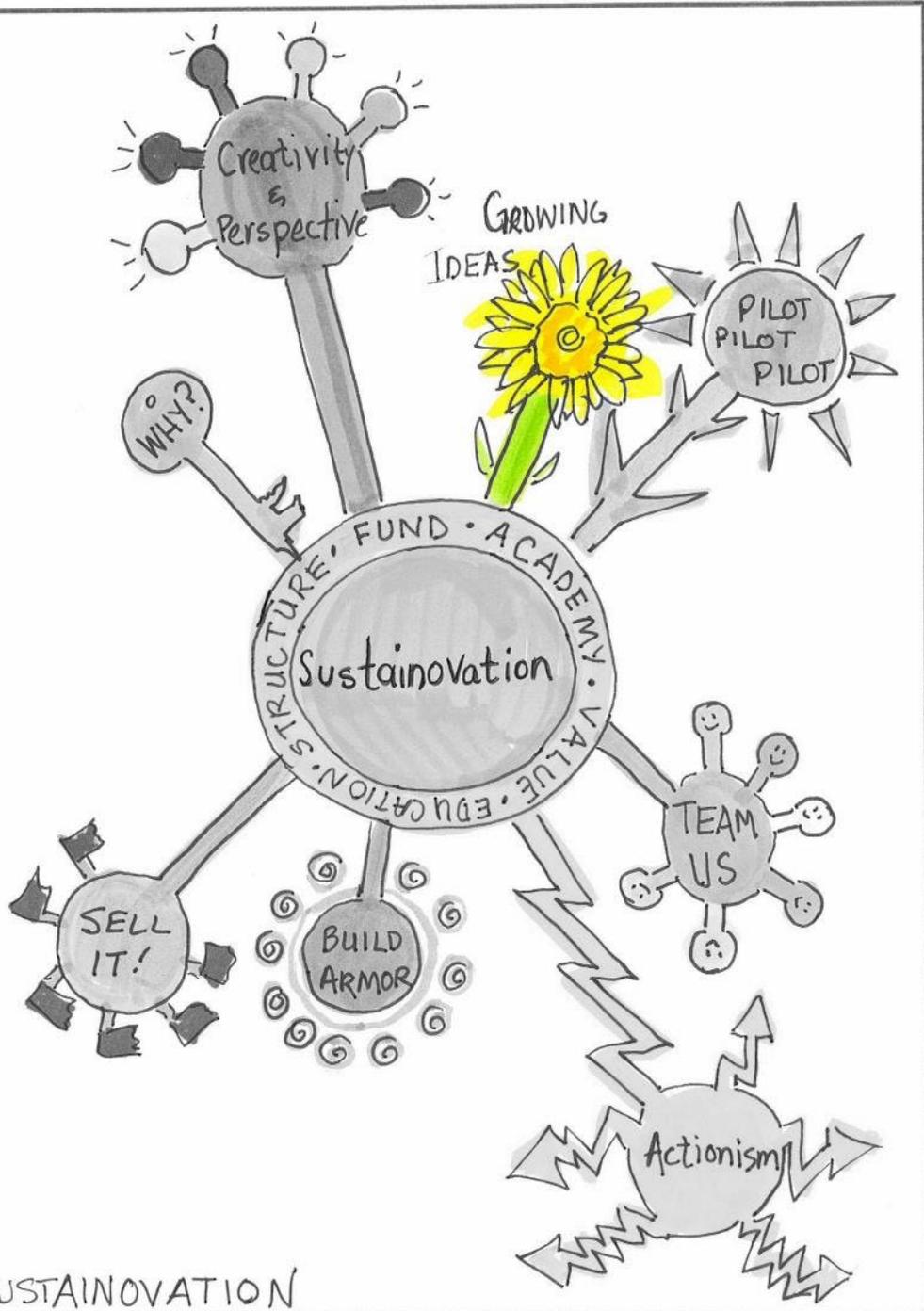
TEAM TRANSITIONS

“YOU ARE NOW LEAVING” AND “WELCOME TO”



SUSTAINOVATION

WORDS HAVE POWER



CREATIVITY
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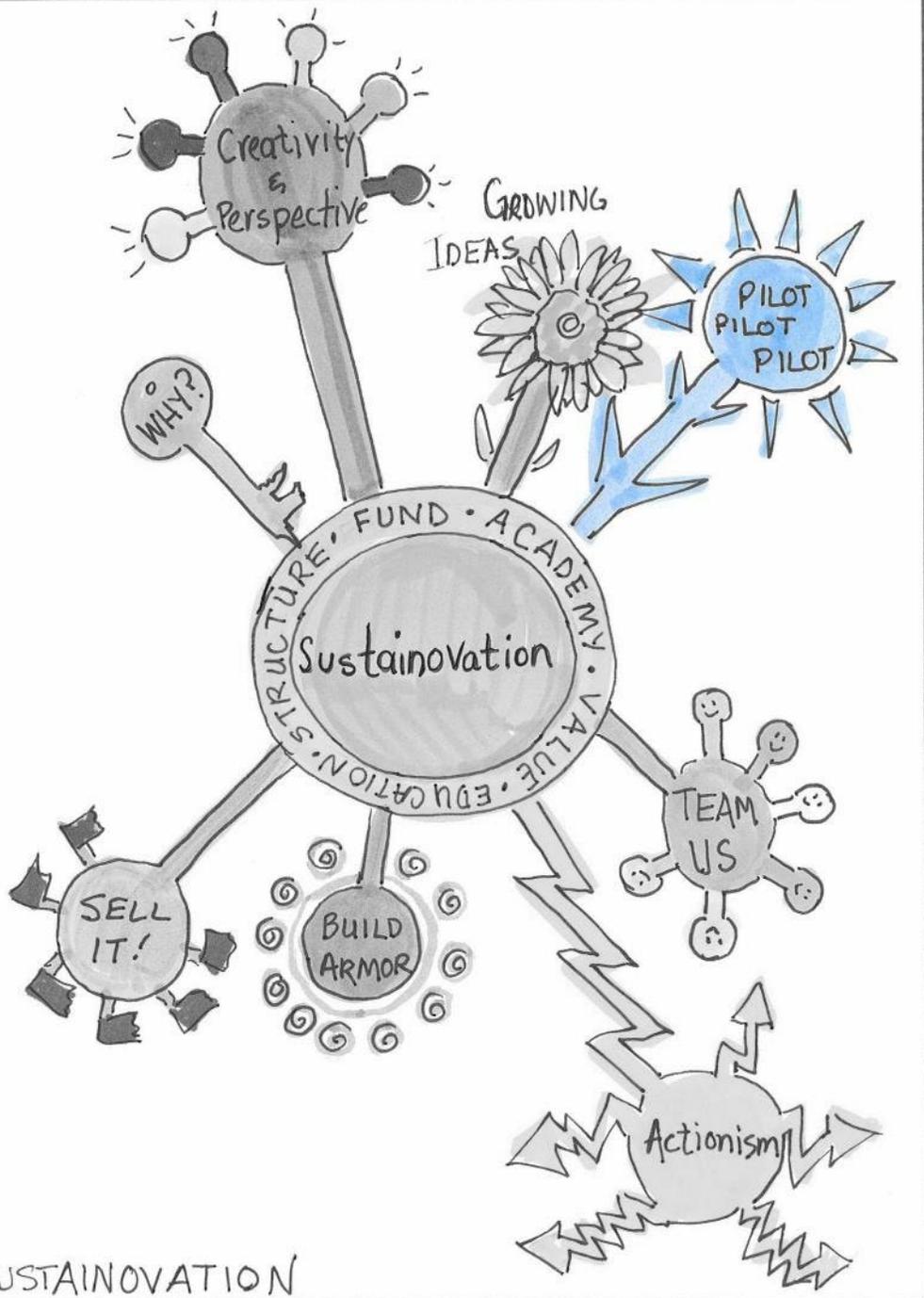
IMPLEMENT
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BRAINSTORMING VS BRAINDUMPING

BRAINSTORMING IS CONVERGENT THINKING

BRAINDUMPING IS DIVERGENT THINKING



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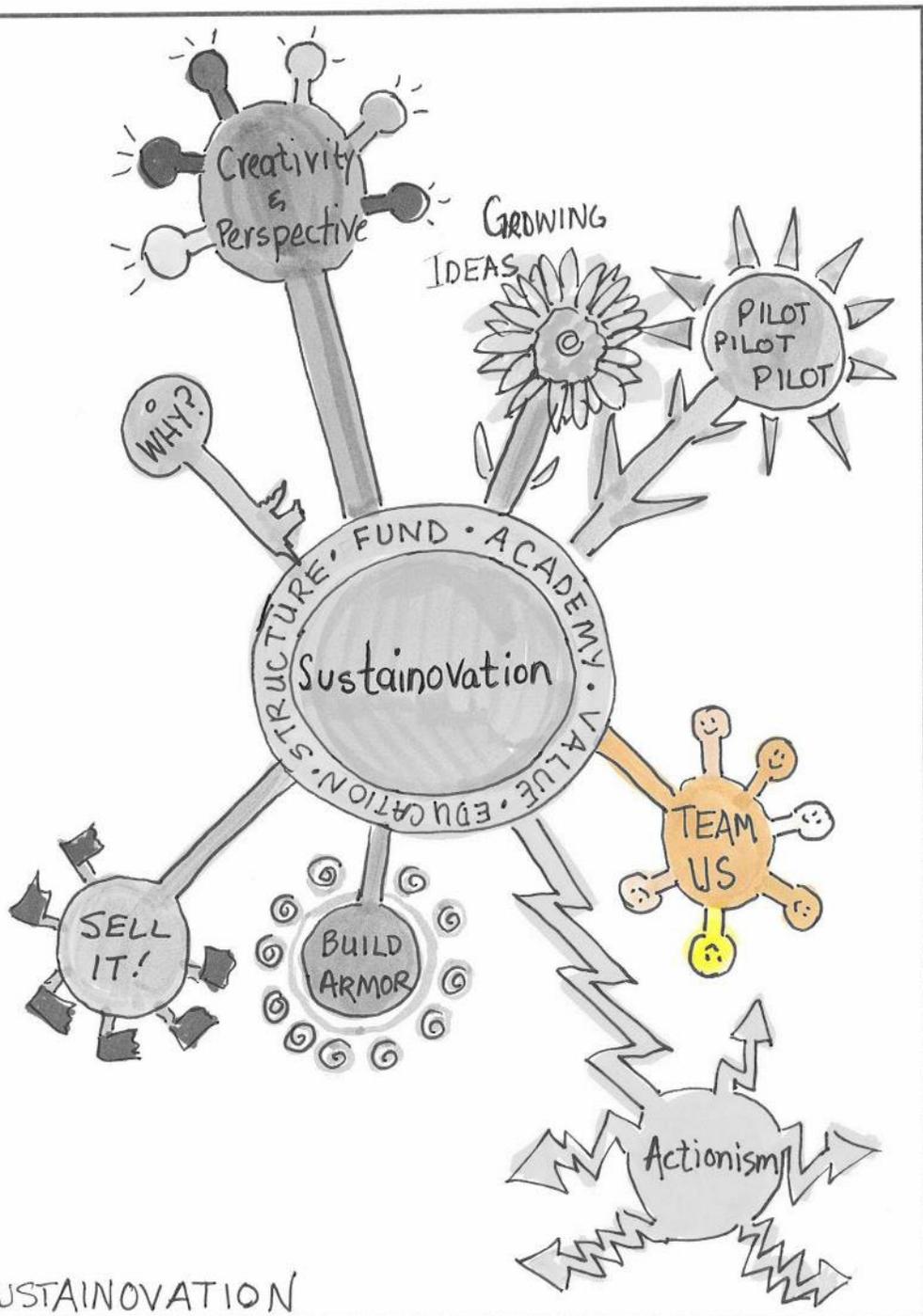


PILOTS LET YOU FLY

PILOT EVERYTHING

PILOTS DON'T FAIL

ADJUST DURATION SIZE OR SCOPE



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A group of hands of various skin tones are shown holding a circular logo. The logo features a central leaf and the text 'ADAMS COUNTY SUSTAINABLE COMMUNITY'. The hands are positioned around the logo, with some fingers pointing towards it, creating a sense of unity and shared purpose. The background is dark, making the hands and the logo stand out.

TEAM US

LEAD BY INFLUENCE

THAT WHICH UNITES US IS GREATER THAN THAT WHICH DIVIDES US

A RISING TIDE LIFTS ALL BOATS

A group of hands of various skin tones are shown holding a circular logo. The logo features the word 'SUSTAINABILITY' in a circular arrangement around a central emblem, with the name 'ADAMS' written below it. The hands are positioned around the logo, with some fingers pointing towards it, suggesting a collective effort or support. The background is dark, making the hands and the logo stand out.

**“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



SHINE BY LETTING OTHERS SHINE

HELP OTHERS FIND THEIR PASSIONS

SUPPORT THEM WITH YOUR TIME

RIISING TIDE LIFTS ALL BOATS



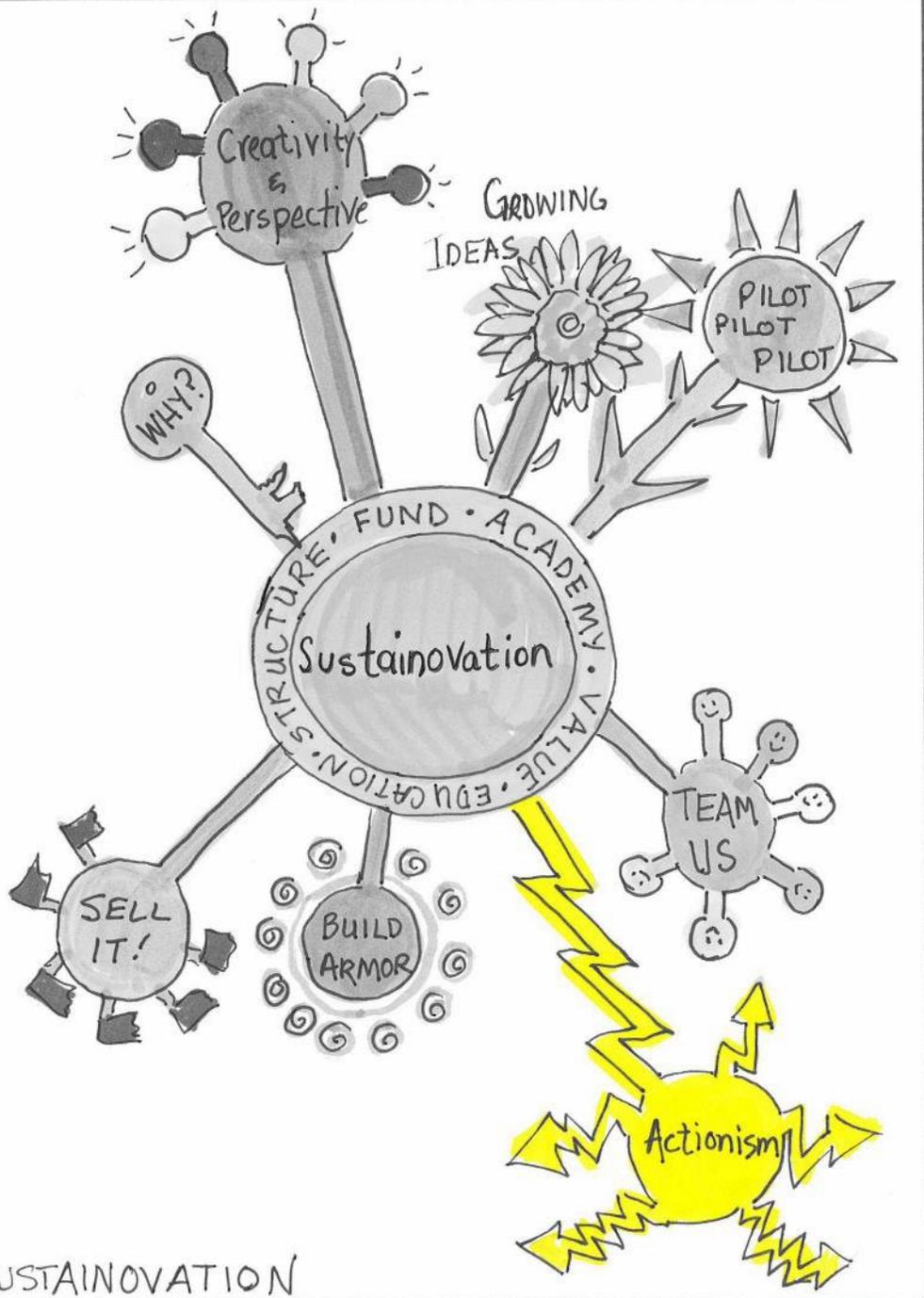
FIND THE COALITION OF THE WILLING

SUPPORT EACH OTHER

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.

CELEBRATE WINS

HOW DO YOU CELEBRATE VICTORIES?



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SUSTAINOVATION



RISK

ACTIONISMS

REDEFINE RISK

REWARD



ESTABLISH URGENCY

COMPELLING “WHY”
FEELINGS NOT FACTS

An aerial photograph showing a large concrete bridge that has collapsed into a river. The bridge spans from the left side of the frame towards the center, where it has broken apart. Debris is visible in the water. The surrounding area includes green trees, a parking lot with several cars, and other buildings. The overall scene is one of significant structural failure.

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 illustration of a horse-drawn wagon in a rural setting. The scene shows a horse pulling a wooden wagon with large spoked wheels. In the background, there are simple buildings and trees. The overall style is that of a historical woodcut or engraving.

FUTURE LOOKS DIFFERENT THAN THE PAST

LESS THAN 150 YEARS AGO



FUTURE LOOKS DIFFERENT THAN THE PAST

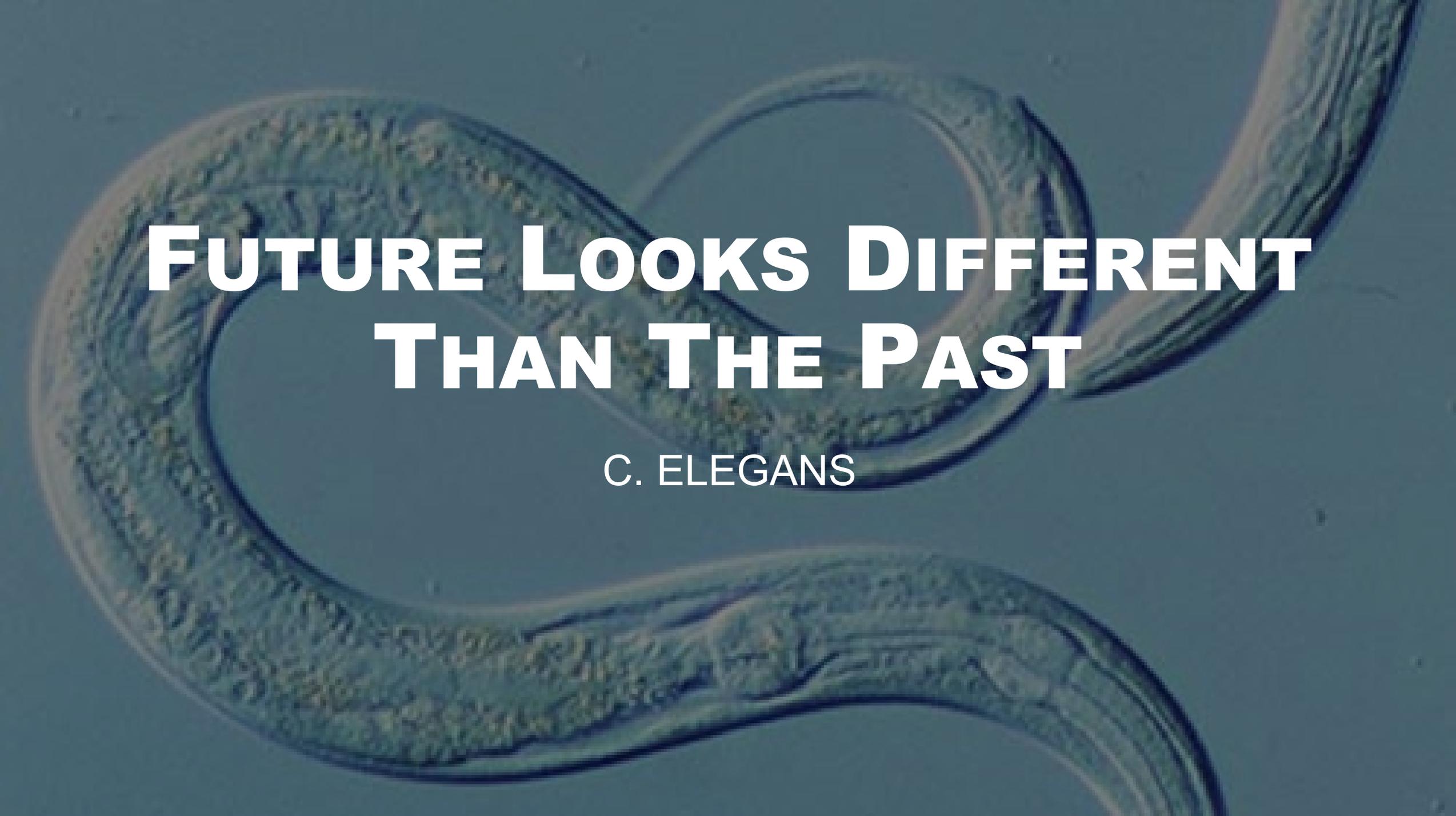
LESS THAN 140 YEARS AGO

A horizontal row of six mobile phones, illustrating the evolution of mobile technology. From left to right: a large, dark brick phone with a small screen and a keypad; a black brick phone with a small screen displaying 'NETWORK' and '11:33am'; a silver flip phone with a small screen and a keypad; a silver flip phone with a larger screen displaying a colorful image; a silver flip phone with a large screen displaying a web browser interface; and a black smartphone with a large screen displaying a grid of colorful app icons.

FUTURE LOOKS DIFFERENT THAN THE PAST

40 YEARS AGO



A microscopic image of a C. elegans worm, showing its internal structure and movement. The worm is translucent and has a segmented body. The background is a dark 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.

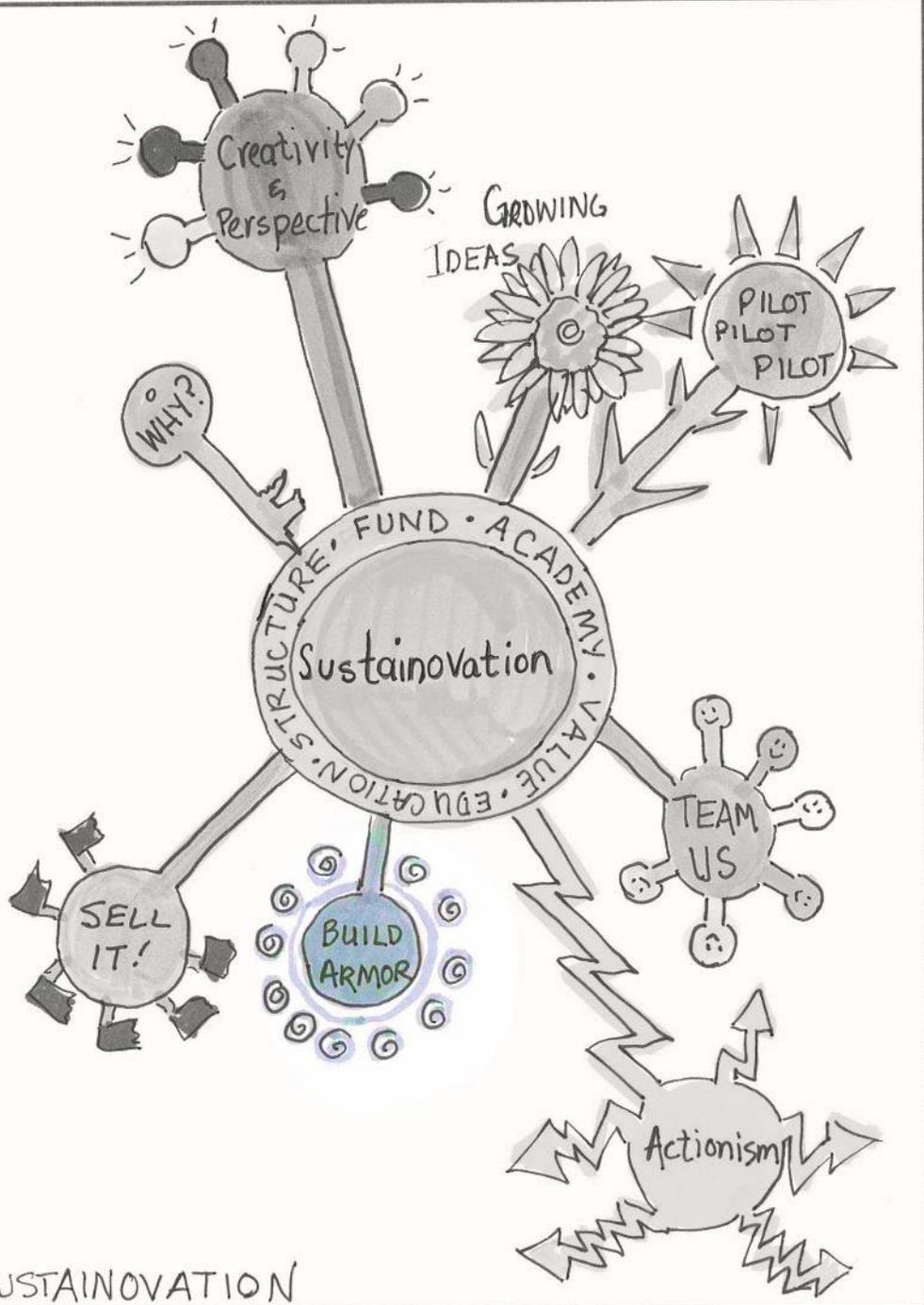
FLIP IT

TURN DISADVANTAGES INTO ADVANTAGES



TROY, MI

|



CREATIVITY

WHY?

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Sustainovation

IMPLEMENT

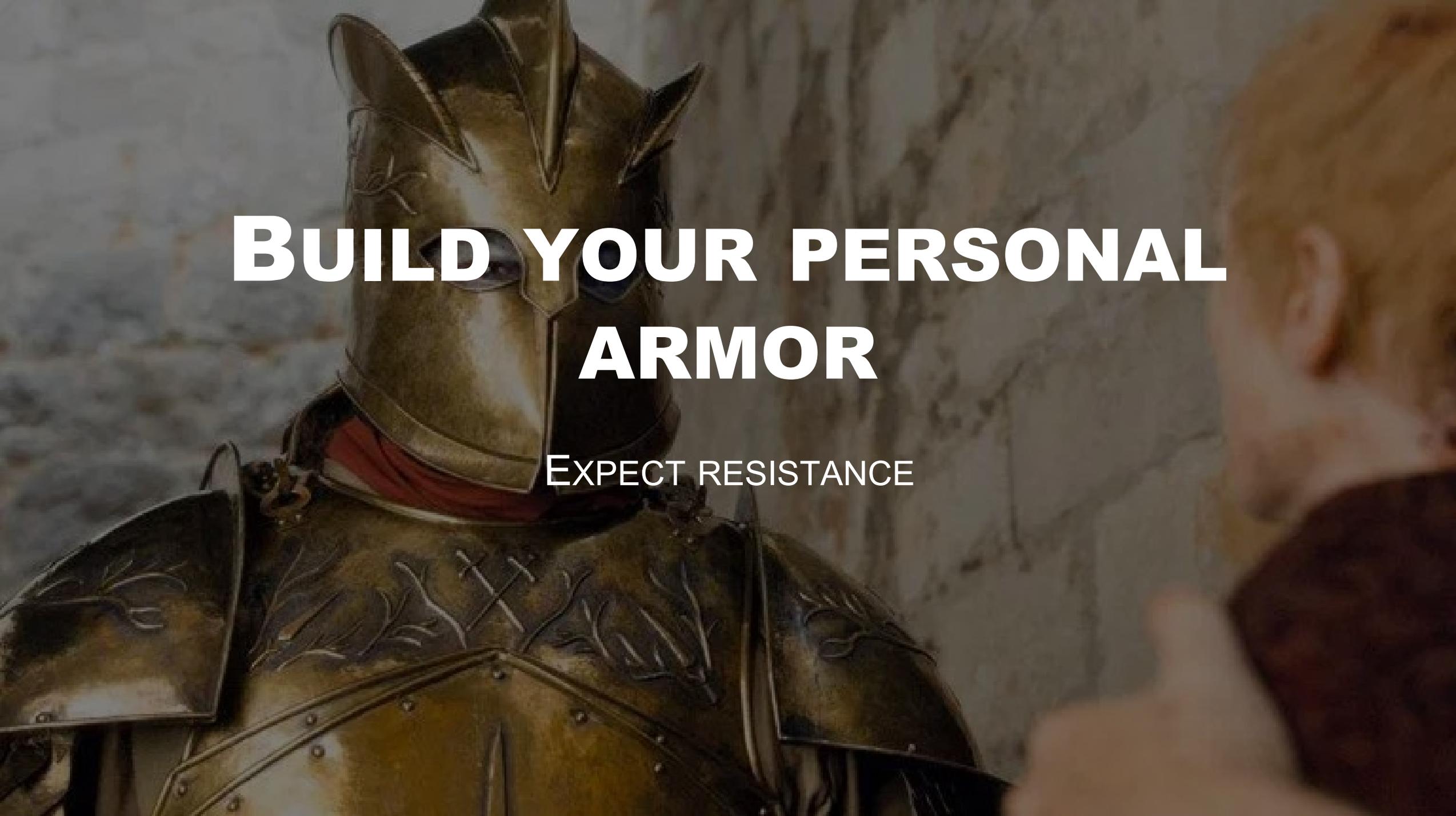
TEAM US

ACTIONISMS

BUILD YOUR ARMOR

SELL IT!

SUSTAINOVATION



BUILD YOUR PERSONAL ARMOR

EXPECT RESISTANCE

NEVER BE AFRAID TO GET FIRED

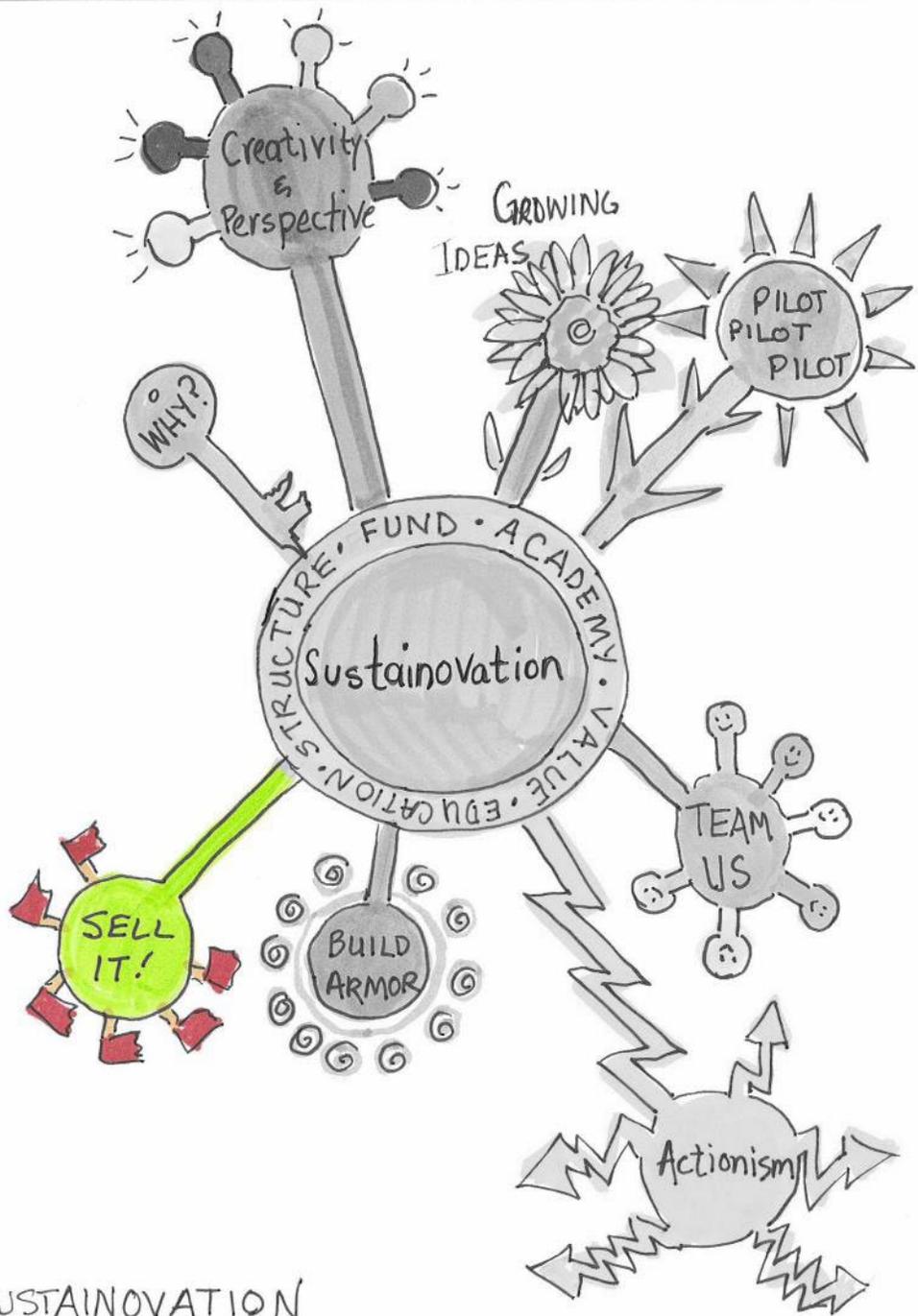
LOSE THE FEAR OF FAILURE

YOU'RE FIRED!

A man in a dark jacket and pants, holding a blue umbrella, with arms outstretched in a dramatic pose on a sidewalk. The background is a blurred outdoor setting with green grass and a building.

HATERS GONNA HATE

TAYLOR SWIFT RULE



CREATIVITY

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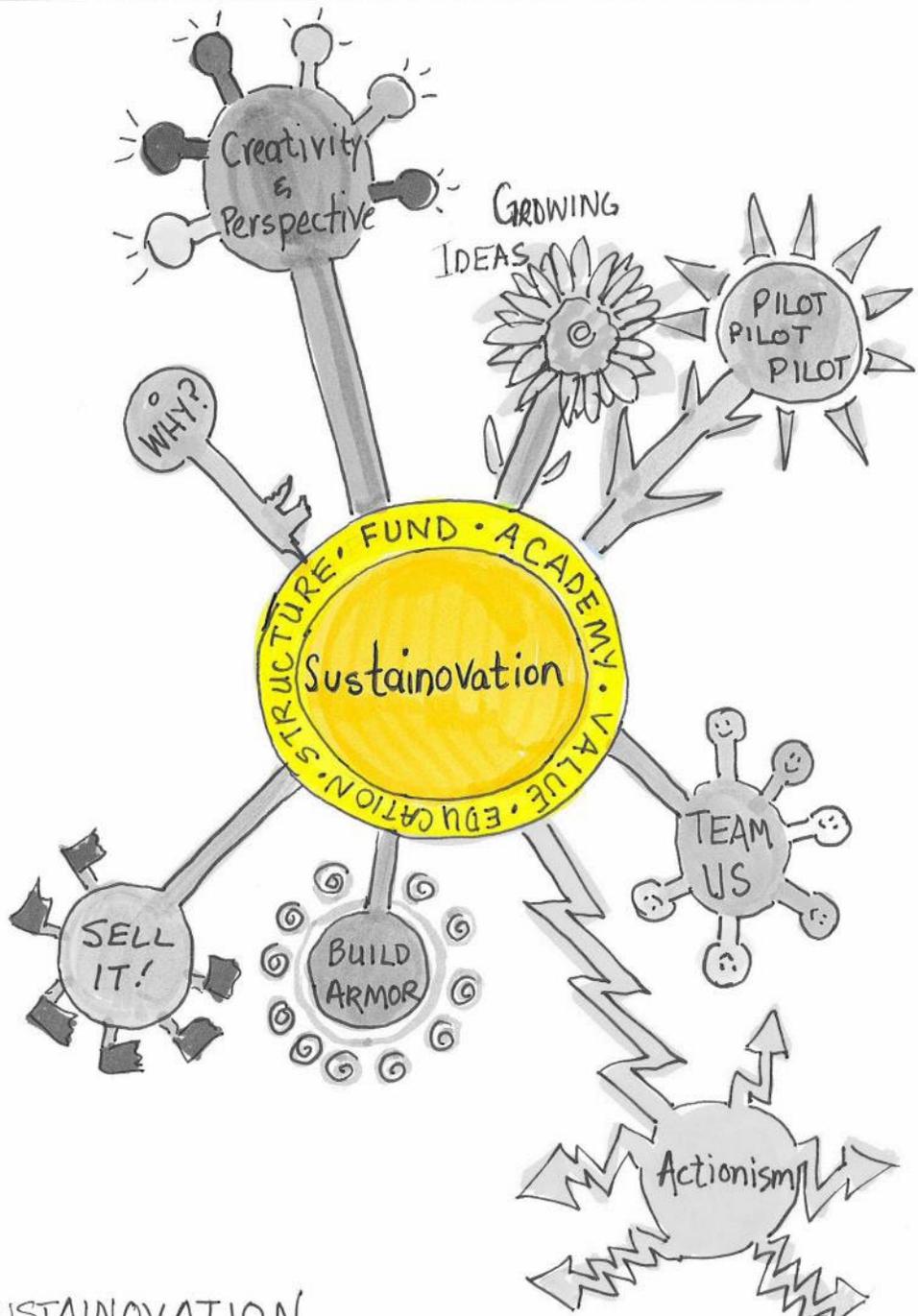
BUILD YOUR ARMOR

SELL IT!

SUSTAINOVATION

A blurred photograph of several business professionals in a hallway or office setting, walking away from the camera. The image is intentionally out of focus to convey a sense of motion and a busy environment. The people are dressed in professional attire, including suits and blouses. The background is a plain, light-colored wall.

BE BRIGHT. BE BRIEF. BE GONE.



Sustainovation



- FAVES
- FUND
- ACADEMY
- VALUE
- EDUCATION
- STRUCTURE

A silhouette of a person is captured mid-jump, leaping over a gap between two dark, jagged rock formations. The background is a warm, orange-hued sunset sky with a bright sun visible in the upper center. The overall scene conveys a sense of risk-taking and achievement.

**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

