



*Energize your business with breakthrough ideas™*



# Innovation in Sports – Running While Multitasking Online

August 27, 2020

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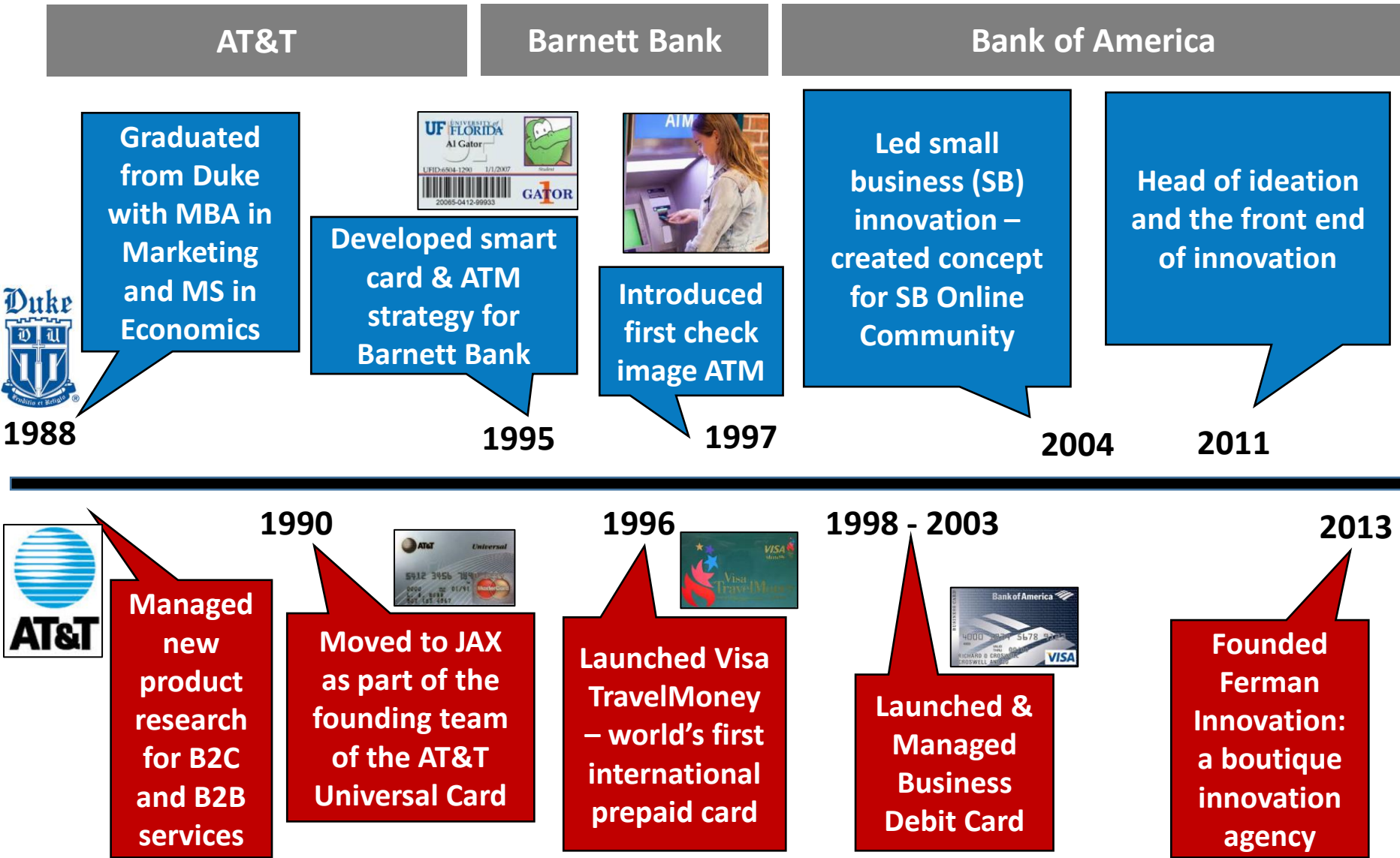
# SESSION AGENDA

- **About Len Ferman**
- **Creativity and Innovation College & MBA course**
- **Innovation in Sports**
- **Running While Multitasking Online**

# Background on Len Ferman

# ABOUT LEN FERMAN

## 25 years managing innovation at Fortune 500 companies



# LEN FERMAN - TODAY



**Founder**

**Adjunct  
Professor  
of Management**



**Consultant**

**Global  
Educator**



**Faculty  
Member**



# AUTHOR

College textbook  
published in 2019 by  
Cognella

Presently available on  
Amazon and  
BarnesandNoble.com

Special Offer for  
Conference Attendees:

Email me at  
[Len.Ferman@unf.edu](mailto:Len.Ferman@unf.edu)  
to receive a free chapter on  
Idea Tournaments



# **Creativity and Innovation Course University of North Florida (UNF)**





**Invited in 2013 to develop  
the class on creativity and  
innovation at UNF**



**Invited in 2013 to develop  
the class on creativity and  
innovation at UNF**

**Presently teach both an  
undergraduate and  
graduate version as an  
adjunct professor**

# FORBES article about my course

## How to Prepare College Students to Innovate



**Robert B. Tucker** Contributor   
Leadership Strategy



In 2014, [Len Ferman](#) was invited to develop a course on innovation for the University of North Florida. The course has since become something of a role model for other colleges. Ferman is the former head of ideation for companies like Bank of America and AT&T. He sought to design an entry-level course that is light on theory and heavy on practice. His approach gives students a sense of how real world innovators operate. I recently sat down with Len to learn about how he's innovating the teaching of innovation.

Google “Forbes Ferman”  
to find the article

Article focused on my  
“experiential learning”  
approach

# COURSE OBJECTIVE

**Learn the key steps of the innovation process as it applies to the development of ...**

**new  
products**



**new  
services**



**new  
programs**

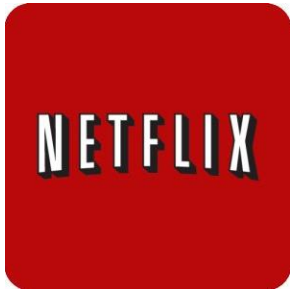


**new  
processes**



**... in order to solve for customer needs**

# Several Companies That Have Embraced Innovation are Among the Most Successful in the World



**Netflix became the leader in  
online DVD rentals and video streaming...  
and caused Blockbuster to file bankruptcy**



**90% of Apple revenue derived from products  
that did not exist in the 20<sup>th</sup> century**



**In early 2000s Google and Yahoo generated  
the same amount of ad revenue**

# Great Organizations Continuously Innovate and Experiment

In organizations that exhibit  
a culture of innovation,  
activities that lead to  
innovation takes place continuously

They don't just  
wait until there is a problem

# Amazon Encourages and Expects Experimentation



# Many Companies That Avoided Innovation Have Become Irrelevant



**Atari was the leading game console manufacturer in the 1970s and 1980s**



**Kodak had an 89% share of the photographic film market in 1976**



**My Space was the #1 social networking site in the world from 2005 - 2008**



# Premise of the Course:

## The Business Models of Today Will Not Work to Generate Revenue Tomorrow

### CASE STUDY:

The distribution of rental videos has migrated from:

retail stores...



to mail order...



to web streaming



# FERMAN INNOVATION – Four Step Process



1

**EXPLORE**

**Understand  
customer problems  
and opportunities**



2

**IDEATE**

**Generate ideas to  
solve problems &  
capitalize on  
opportunities**



3

**EVALUATE**

**Select the  
big ideas**



4

**DESIGN**

**Identify & test  
requirements to  
achieve the  
optimal design**

**Are there any initial questions on my background and innovation course?**

**Please enter your response in chat and I will answer a couple of selected questions**

# Innovation in Sports

# My Two Hobbies Relevant to Today's Main Speaking Topic

## RUNNING



Runners World documented my successful quest to run the mile under 5:00 at 50-years-old

<http://www.runnersworld.com/masters-training/under-500-at-50-years-old>

GOOGLE: "5 minutes at age 50"

## JUGGLING



Professional speaker teaching corporate audiences how to multitask and how to innovate by learning how to juggle

# Running while Juggling is called “JOGGLING!”



# Yes, joggling is a real sport!

**The International Jugglers' Association (IJA) started holding a World Joggling Championships track meet in 1981**





# 7-time Gold Medalist

**Former championship  
record holder in the  
800 meter 3 ball event  
in 2:23**





**Would anyone like to know  
more about jogging?**

**Please enter your response in chat and  
I will answer a couple of selected questions**

# Running While Multitasking Online

# **The Business Models of Today Will Not Work Tomorrow**

**When I started teaching, I meant  
“tomorrow” to be a metaphorical tomorrow**

When I started teaching, I meant  
“tomorrow” to be a metaphorical tomorrow

**On March 11<sup>th</sup> that “tomorrow”  
literally meant the next day**

When I started teaching the class I meant  
“tomorrow” to be a metaphorical tomorrow

On March 11<sup>th</sup> that “tomorrow”  
literally meant the next day

**The most disruptive event of our lifetimes  
suddenly changed the way we all operate**

# Emily Moore Was Prepared for the Pandemic

- **Emily Moore was the IJA Director of Jogging**
- **The 2020 World Jogging Championships were scheduled for El Paso on July 18<sup>th</sup>**
- **Nearly all other sports were suddenly in disarray and had to postpone their events**
- **Emily started work on plan B**



# Great Innovators Don't Rely on Luck



***“Chance favors the  
prepared mind.”***

- Louis Pasteur



# A Brainstorming Session Had Been Conducted in 2019 to Craft Ideas to Improve the Jogging Championships



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## IJA Jogging Virtual Brainstorming Session August 14, 2019

**Len Ferman**

Adjunct Professor, University of North Florida  
Managing Director, Ferman Innovation

# Several Creative Exercises Used Such as Related Worlds

In related worlds you look to other industries or cultures to see how problems are solved and adapt those to meet your objective

The grape press inspired Guttenberg's printing press regarded by some as the greatest human innovation

**Ancient grape press**



**Early printing press**



# Related Worlds Example

**The kingfisher's beak inspired the nose cone of Japan's bullet train**

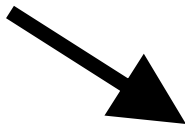


# A Long List of Ideas Were Generated and Evaluated

Idea Name	Idea Description
<b>Joggling over many days</b>	If there were several days that races were spread across, it would be fun for a few jugglers who don't juggle competitively (trick/sport/performance juggling) and might result in better area-respective times across a wider variety of distances. If you have shorter track distances early on, a 3K the next day, a 5K the next day, 10K, etc.
<b>Joggling any time</b>	Open-track option w/ timers -- if you want to shoot for a specific time or record or Top 10 all-time at something, you could have a day where you have timers available to verify distance and times, and maybe a running camera or something, and have it la carte. e.g. '*Shows up during open hours* Hey, I want to run a 200m for a time'
<b>Video submission</b>	Have a few video submission distances (maybe one short, one long) -- e.g. during the month of ____, competition = best submitted and verifiable (recorded in full w/ 2+ timers) time at a specific distance. Best time wins the Online 2020 ____ meter. That might be good for people in non-Southwestern areas.
<b>Double Session</b>	Two sessions for joggling so some could be in gym and some at a track or other location. Enables distance runners to get official distance times vs. jugglers in the gym that could try things like 7 ball. Attract more people.
<b>Open Joggling</b>	Open track over multiple days so people can show up and get at time in a specific distance "on demand"
<b>Creative Joggling</b>	Creative joggling that generates more interest to watch. Like different props. 4 ball joggling. Or joggling backwards. Have other types of competition use other types of juggling patterns to attract the non-joggling jugglers at IJA
<b>Create a Track</b>	Verify distance using a measuring wheel and create our "own track" in a park or parking lot. Saves money over renting a track. Could be closer to IJA.
<b>Joggling Games</b>	Joggling "Games" as a separate event from the joggling championships competition

# Among the Ideas Was “Video Submission” Which Was Discussed in 2019 and Then Put on the Back Burner

**Joggler Sterling Franklin first put forth the idea of “video submission”**



**But it wasn’t considered high priority in the pre-COVID world of 2019**

Idea Name	Idea Description
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# The Video Submission Idea Was Partly Inspired by the Related Worlds Exercise



**Sterling Franklin had previously set two Guinness World Records in Dance Dance Revolution in 2005, and was familiar with Guinness's video submission practice**

## Video evidence

Complete video footage of your record attempt is essential, as it is how our Records Management Team can truly adjudicate your record attempt and verify the details provided by the independent witnesses.

[How to collect and submit evidence](#)

# When the Pandemic Broke

## The Idea List was Immediately Revisited

### World Jogging Championships

Director Emily

Moore describes the value of having the ideas already developed when the pandemic broke



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Joggling Games	Joggling "Games" as a separate event from the joggling championships competition

**Do you have any questions about how the ideas were developed that led to the Online Jogging Championships?**

**Please enter your response in chat and I will answer a couple of selected questions**



# Emily Tests the Online Championships Concept

**Joggler Sterling Franklin was excited to hear that Jogging Championships might actually take place online**



# Emily Went to Work to Fully Design an Online World Juggling Championships

## Emily Discusses the Considerations and Challenges in Designing the Online Event



Within a week Emily had the outline of the plan:

1. **WORLD CHAMPIONSHIP EVENTS** – Standard events in which athletes would submit videos that met a list of verification requirements.
2. **FUN RUN EVENTS** - for the first time there would be a "fun run" category for people who want to juggle but can't meet the verification requirements or for those who wish to submit creative entries.

# Emily Conducts a Beta Test to Refine the Design Plans

**Emily employs a Design Thinking approach to deeply understand participant issues by observing their videos**



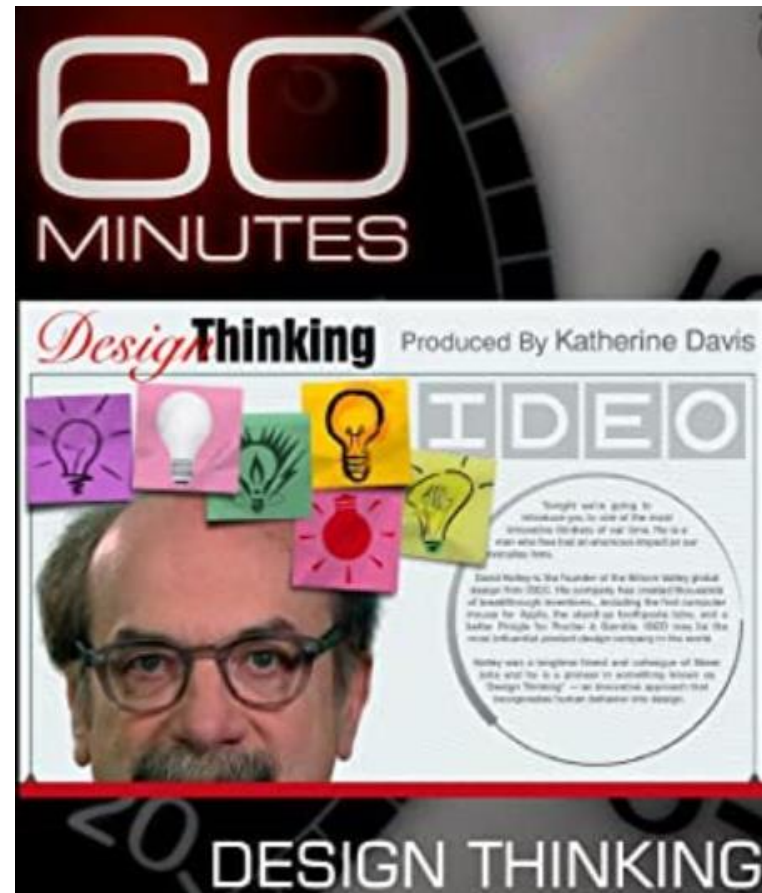
# Emily's Approach Was Similar to That Advocated by David Kelley Founder of the Iconic Design Firm IDEO

*“The main tenet of design thinking is empathy for the people you’re trying to design for.”*

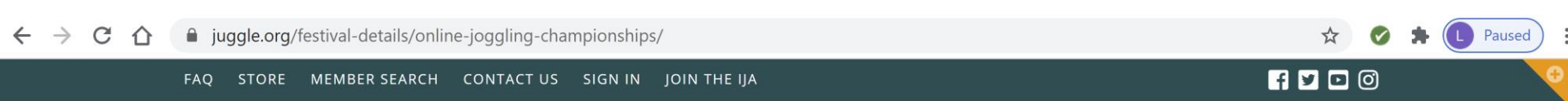
- David Kelley



David Kelley described Design Thinking on CBS's 60 Minutes



# Website for Juggling Championship Submissions Went Live in Early June Providing Jugglers 6 Weeks to Submit Entries



FESTIVAL ▾ PROGRAMS ▾ EJUGGLE ▾ RESOURCES ▾ ABOUT ▾ MEMBERSHIP ▾ SUPPORT US ▾

## IJA 2020 ONLINE JOGGLING CHAMPIONSHIPS

**Sterling Franklin  
described the  
experience**



# **Sterling Franklin Set a World Record in the 600 Meter 3 Ball in 1:44, Which Was His “Second Fastest” Attempt**

**Sterling Franklin  
describes a problem he  
had on his fastest  
attempt at the 600**



# The Championships Were A Huge Success!

**Emily describes her surprise at the number of international competitor submissions**



**Emily shares the positive feedback from the jogglers**



# **Sterling Franklin Takes Over as Joggling Director in 2021 and Looks for the Online Component to Remain a Feature**

**Sterling was  
impressed with the  
global reach**



**Sterling Discusses the  
expansion of Joggling  
and the Future of the  
Championships**





# The Highlight Reel

[https://www.youtube.com/watch?v=\\_SDQdLd-zcE&feature=youtu.be](https://www.youtube.com/watch?v=_SDQdLd-zcE&feature=youtu.be)

**Chris Fowler  
sets the world  
record juggling  
3 shot puts 100  
meters in 15.96  
seconds**

**Just over 4  
minute mile pace**



# **15 year old David Pavlove Cunsolo Wins Gold in the 7 Ball 100 Meters**



# **Caleb and Joshua Black Won Several Medals in the Boys 12 and under division**



**Marla Edgecomb  
Wins Gold in the  
3 Ball 400 Meters  
in the  
Girls 13 – 17  
Division**





# Sterling Franklin Time Series Photo - Juggling with 4 Balls



# Christoph Mitasch of Austria Used a Head Mounted Camera to Compete in Four Events



**Len Ferman  
joggling on a  
certified road  
course won the  
Masters 3 ball  
400 meters**





# KEY TAKEAWAYS

- **The Business models of today will not work “tomorrow”**
- **Organizations that have a continuous innovation process will be best prepared for “tomorrow”**
- **Innovation processes need to include brainstorming for new ideas**

**Please feel free to ask any questions**

**Please enter your response in chat and  
I will answer a couple of selected questions**

# Contact Information and Free Offer

**I am happy to send a copy of the webinar slides and a link to the free portion of my book**

**I am also happy to review and evaluate your current innovation process free of charge and at no obligation**

**Please feel free to contact me:**

**e-mail:           Len.Ferman@unf.edu**

**cell phone:     USA: 904.553.0075**