Managing Change: What Can Business Learn From Startups During Uncertain Times
Lead Facilitator: Cam Houser

- Founder and CEO, Actionworks
- Professor at the University of Texas at Austin
- Formerly: Founder and CEO 3 Day Startup
What we do

Actionworks delivers online and offline innovation workshops and courses
Who uses Actionworks

- DELL
- HEMPEL
- Ariel
- Apple Inc.
- Cigna
- Daimler
- KPMG
- SPJIMR
- Rackspace
- RetailMeNot
- HomeAway
- Expressworks
Agenda

- Introduction
- The Big Idea
- Startup Innovation
- Breakout Rooms
- Next Steps
THE BIG IDEA

Don’t let a good crisis go to waste

(What can we learn? How can we better ourselves and our communities in times of crisis?)
A crisis provides opportunities for new behaviors
It’s an “interesting” time to be a professional, an entrepreneur, a jobseeker
Company lifespans are shrinking
The world is getting more complicated.
Technology is affecting everything (and getting creepier)
Companies and brands are getting weirder.

Wendy's: @Wendys · 2d
We usually prefer the original to a knock off, but hey, you do you.

Hardee's: @Hardees · 2d
Just because you were first doesn't mean you're best.

Wendy's: @Wendys · 2d
Tell us the fourth person to walk on the moon without googling it.
We apologize to anyone who had problems with the app this week. We trained a neural net to eliminate all the bugs in the app and it deleted everything. We had to roll everything back. To be fair, we were 100% bug-free... briefly.
Education undergoing disruption

8-Year-Old Ohio Boy Drives His Little Sister to McDonald's After Learning How by Watching YouTube Videos

Alexia Fernandez
April 12, 2017
Luckily, nothing else is going wrong
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Who thrives in this environment?

United States Growth in Employment (in millions)

Sources: US Population Survey; Federal Reserve Bank of St. Louis
Who thrives in this environment?

Startup entrepreneurs and those with that mindset
What strategies do startup founders use to stay innovative?
What strategies do startup founders use to stay innovative?

- Err towards action
What strategies do startup founders use to stay innovative?

- Err towards **action**
- Engage the **community**
What strategies do startup founders use to stay innovative?

- Err towards action
- Engage the community
- Tell a good story
Startups are constantly failing until they are not
Err towards **action**

Exposing yourself to failure and rejection is a good way to make those fears less scary.

**MICRO-FAILURE EXERCISE**

**Coffeeshop Rejection Exercise**
Community helps get you through.

Mentors are a key part of community.
Finding mentors to give you their time and wisdom can be difficult.

EXERCISES TO FIND NEW MENTORS
Career advice “cheat sheet”
Tell a good story

How we communicate matters.

Rach
@PettyClegg

my boss turned herself into a potato on our Microsoft teams meeting and can’t figure out how to turn the setting off, so she was just stuck like this the entire meeting
Tell a good story

How to present online:
- Be emphatic, use gestures
Tell a good story

How to present online:
- Be emphatic, use gestures
- Look at the camera
Tell a good story

How to present online:

- Be emphatic, use gestures
- Look at the camera
- Choose backgrounds wisely
Tell a good story

How to present online:
● Be emphatic, use gestures
● Look at the camera
● Choose backgrounds wisely
● Enhance your lighting and audio
Tell a good **story**

How to present online:
- Be emphatic, use gestures
- Look at the camera
- Choose backgrounds wisely
- Enhance your lighting and audio
- Practice your tech, delivery, content in advance
Tell a good story

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- Practice your tech, delivery, content in advance
- Give people breaks if things go long
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- Be emphatic, use gestures
- Look at the camera
- Choose backgrounds wisely
- Enhance your lighting and audio
- Practice your tech, delivery, content in advance
- Give people breaks if things go long
- Show compassion when things break
THE BIG IDEA

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(What can we learn? How can we better ourselves and our communities in times of crisis?)
Email list + free mini-course:
How to get a software/app developer with zero budget
www.actionworks.co

“Eventual Entrepreneur” course
www.actionworks.co/eventual