



**DON'T JUST CHANGE WITH THE TIMES
CHANGE THE TIMES!!!**

LARA O'CONNOR HODGSON

***To succeed consistently over time
one must understand key trends &
time their activities accordingly***



***The greatest profits go to those who create change
not to those who just take advantage of it.***

What is Creativity?

Creativity is the ability to
look at the same thing
as everyone else
but to see something **different**

Innovation = Creativity + Implementation



Innovation in Real Estate

Does it Matter?

- **Real Estate – we literally change the world**
- **Project Finance – attracts entrepreneurs but Project focus is short term**
- **We commoditize our projects – so if we change our thinking.....**

“ Exercise your brain right...

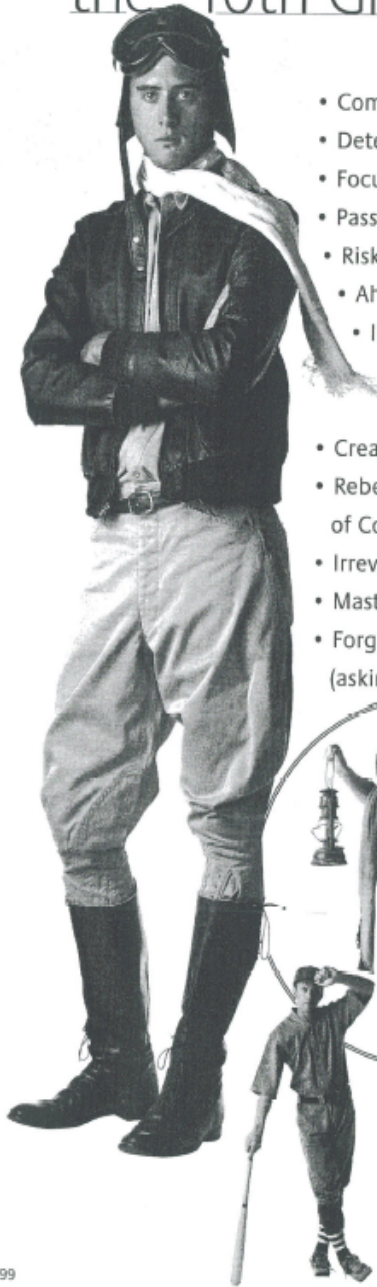
Exercise your
right brain. ”



Fluidity



Attributes of Those Who “Made” the 10th Grade History Textbook



- Committed.
- Determined to Make a Difference.
- Focused.
- Passionate!
- Risk seekers. (Irrational about their life's "project.")
- Ahead of their time. / Paradigm Busters!
- Impatient. (But, paradoxically, stay the course.)
- Action obsessed. (Mantra: Ready. Fire! Aim.)
- Made I-o-t-s of people mad!
- Creative. / Quirky. / Peculiar.
- Rebels. / In The Establishment's face. / Flouted the Chain of Command.
- Irreverent. / Disrespectful.
- Masters of Improv. / Thrive on Chaos. (E-x-p-l-o-i-t chaos!)
- Forgiveness (asking for after the fact) beats Permission (asking for before the fact).
- Bone Honest!
- Flawed.
- "Tuned into" followers' needs and aspirations.
- Damned good at what they do!

Don't just
change with
the times

Change the
Times

Success vs Significance

Be a Contrarian
Challenge Assumptions
Get out of your Comfort Zone
Stand up, Stand out
Be Creative

Success vs significance

Success

Physical Structure
Mixed Use
Finite

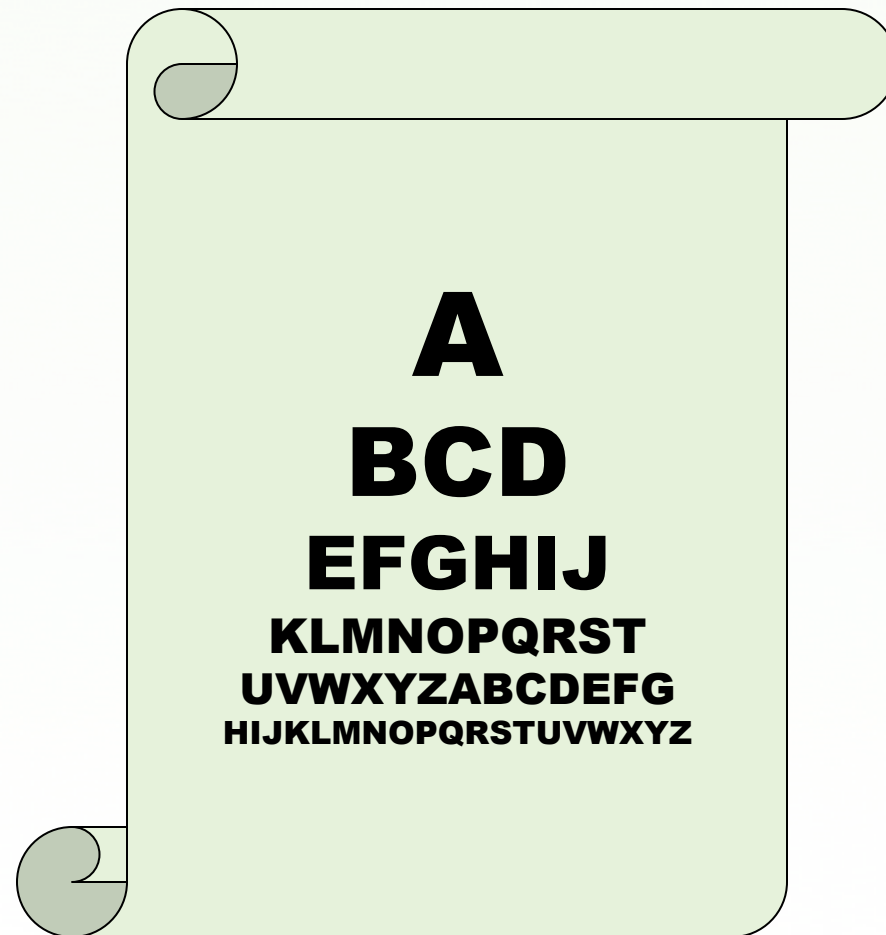


Significance

Human Behavior
Mixed Users
Infinite



Let's get started!



YELLOW BLUE

YELLOW

GREEN

BLUE

ORANGE

RED

PURPLE

BLUE

GREEN

PINK

ORANGE

RED

PURPLE

PURPLE

BLACK

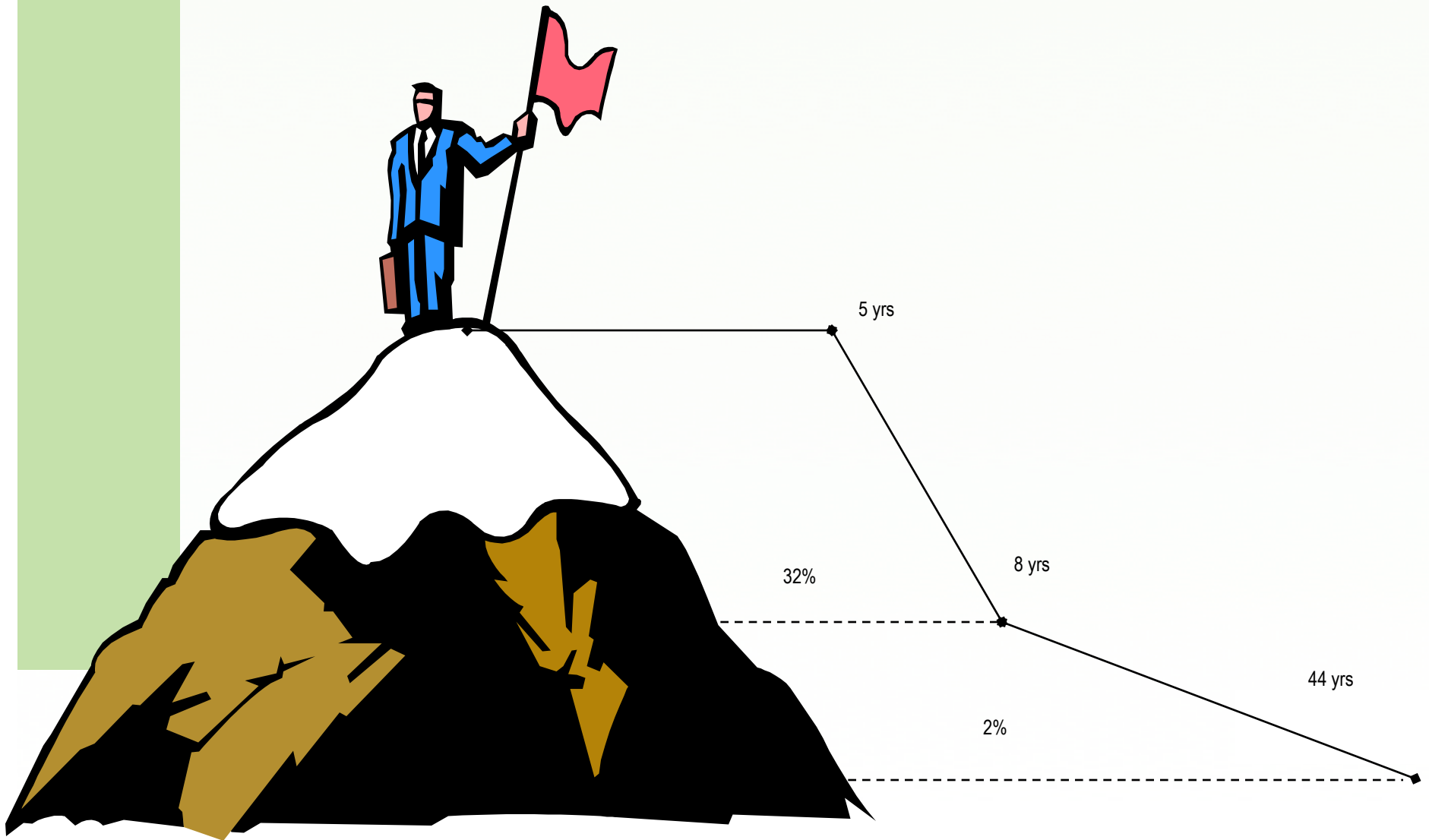
PINK

KNOW

VS

NOTICE

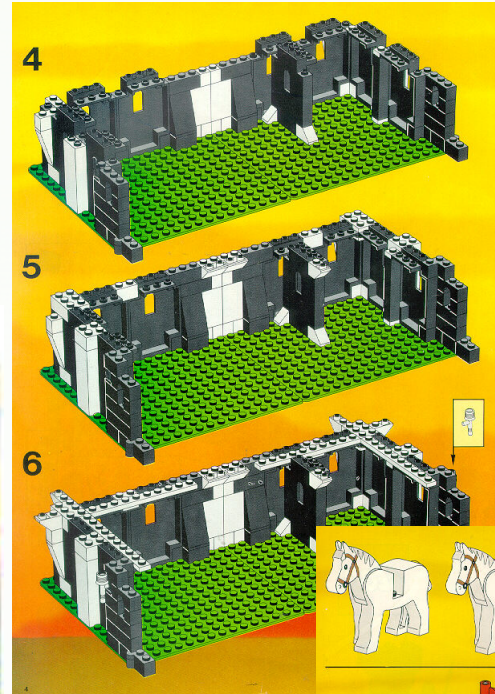
**Koala
Deep Rod
Ducks**



The Past



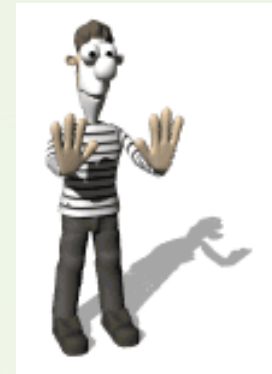
The Future???

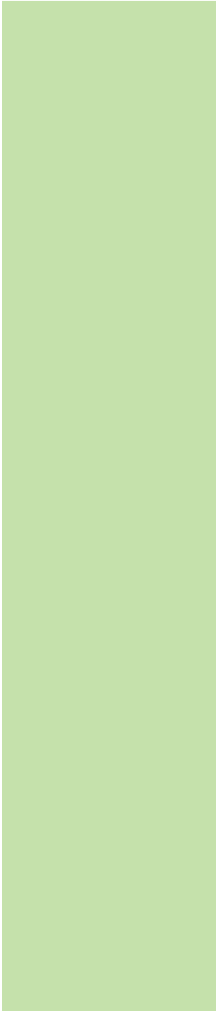
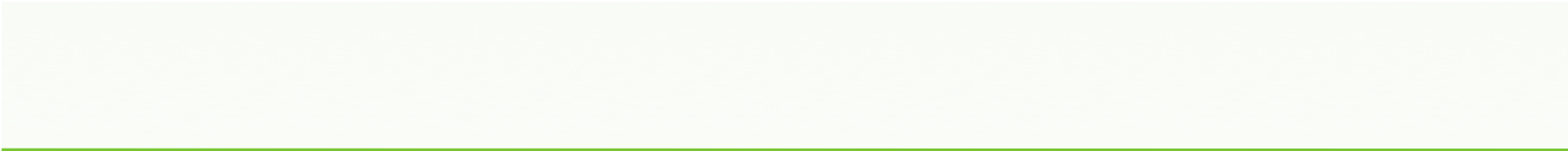


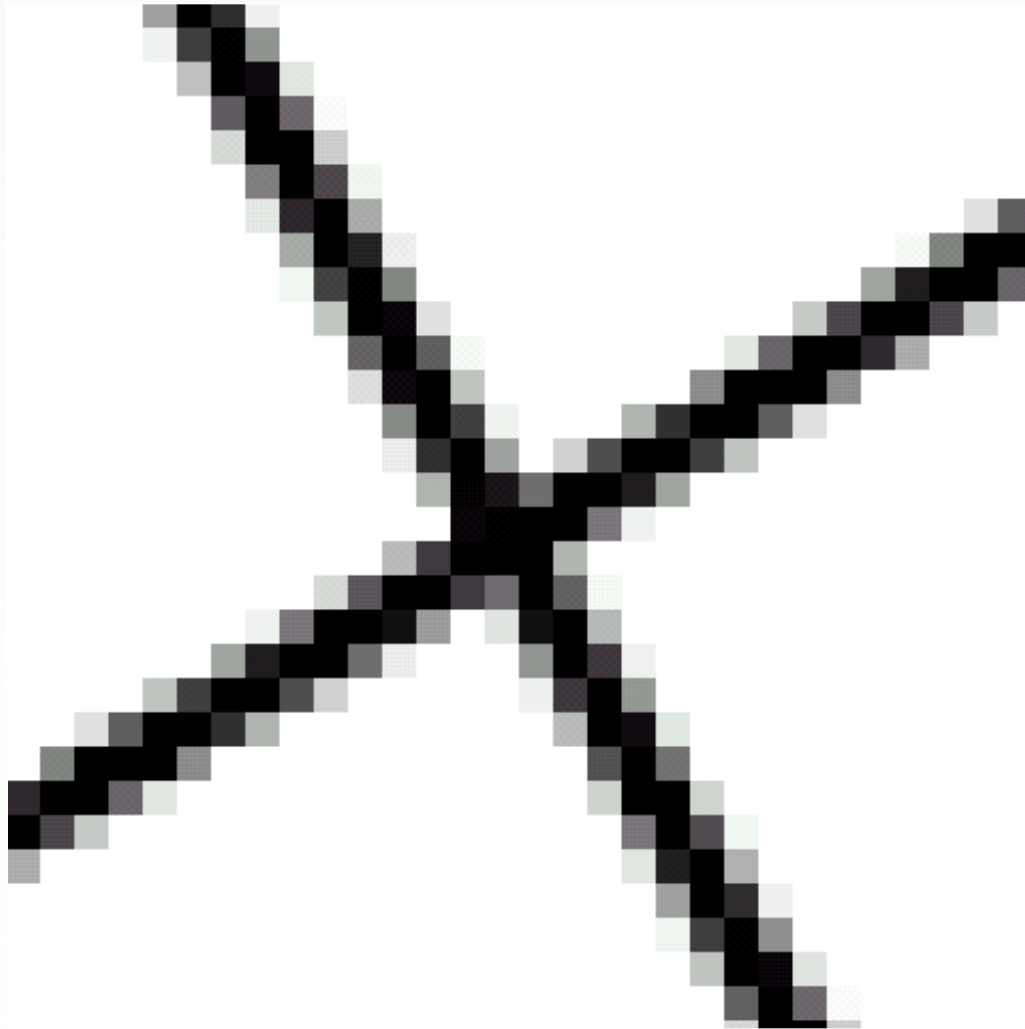
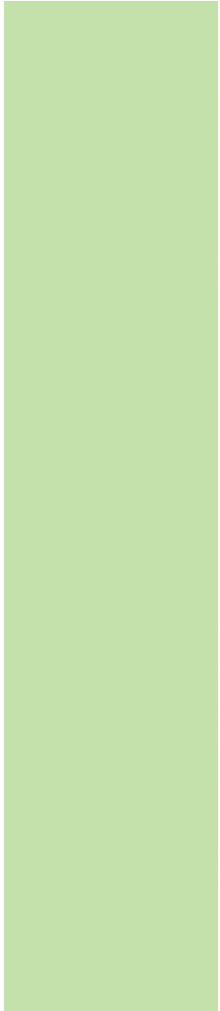
In this new world of
“Knowledge Workers” there
is no time left to **think**.

- Gary Hamel
Leading the Revolution

**Think
Different!**







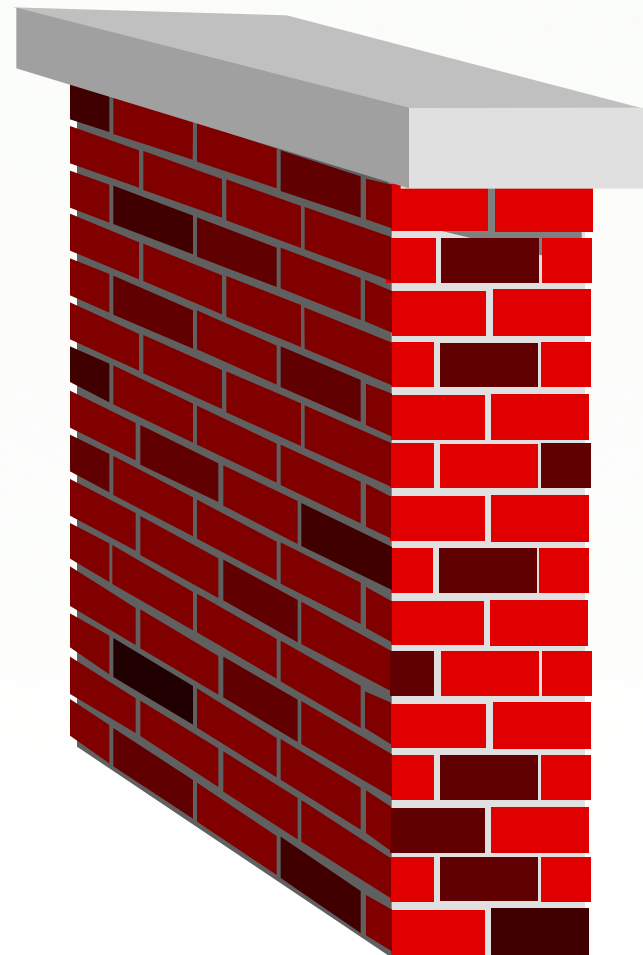
Change the Times

Visibility

Expression

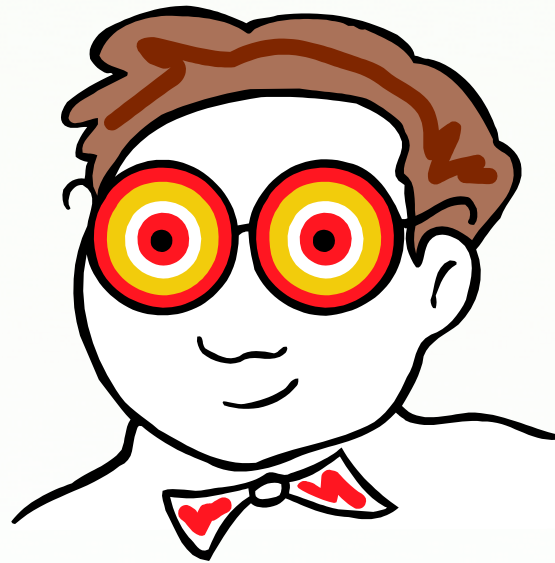
Reality

Action

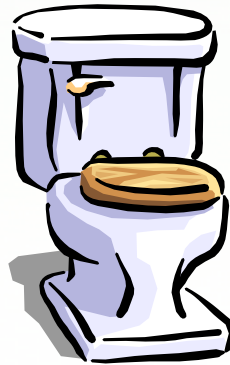


Visibility

Remove your blinders



**When do you come up with
your best ideas?!**



What is a Brainstorm?

- Brain Dump
- Brain Drain
- **Brain Storm**



WHAT MAKES A STORM ?

List all of the “fast foods” you can think of in two minutes?

1.

2.

3.

4.

5.

Fast Food

Close
Association

Hamburger, hot dog, pizza

Fruit, Salad, Soup, Frozen dinner

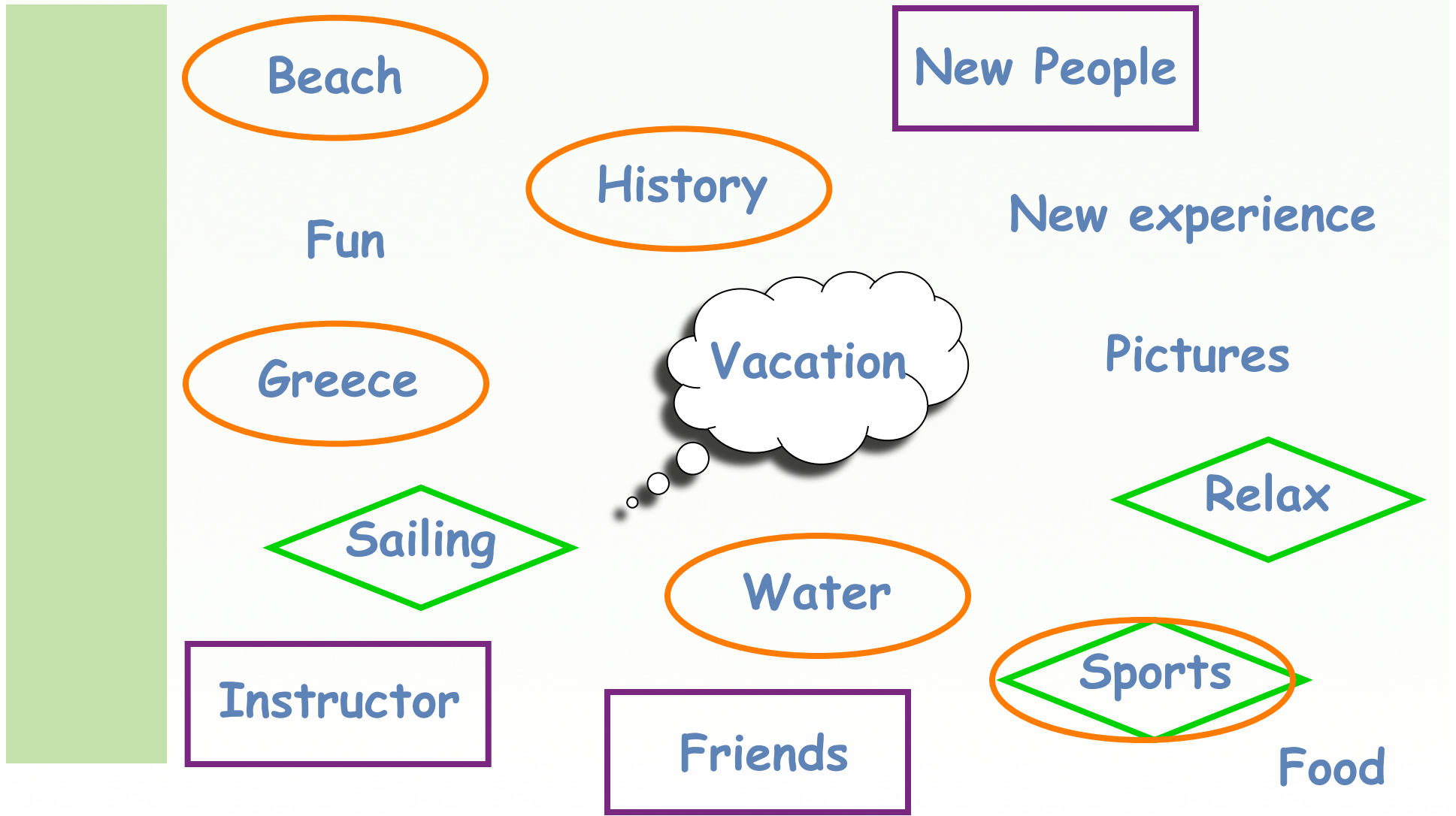
Airline Food, Rabbit, Trout, Alligator

Stewed Prunes, Spoiled Food, Castor Oil

Remote
Association

Chic Thompson

Expression



Communication

Collaboration

**Communication =
Telling someone something that you know**

**Collaboration =
creating together something
you do not know**

Redefine Reality



**Change happens when you hold
opposite
thoughts together.**

Be a Contrarian



- **Anti-Definition**

- “What would we never do?”

- **Defiance**

- “That won’t work – so how can I make it work?”

- **Creative Reconstruction**

- Break down your assets/challenges & take each one away

- **Scenario-based thinking**

- Where would we never look

What would we NEVER do?



What would we **NEVER** do?

“Who the hell wants to hear actors talk?”

Harry Warner 1927

“Groups with guitars are on the way out”

Decca records 1962

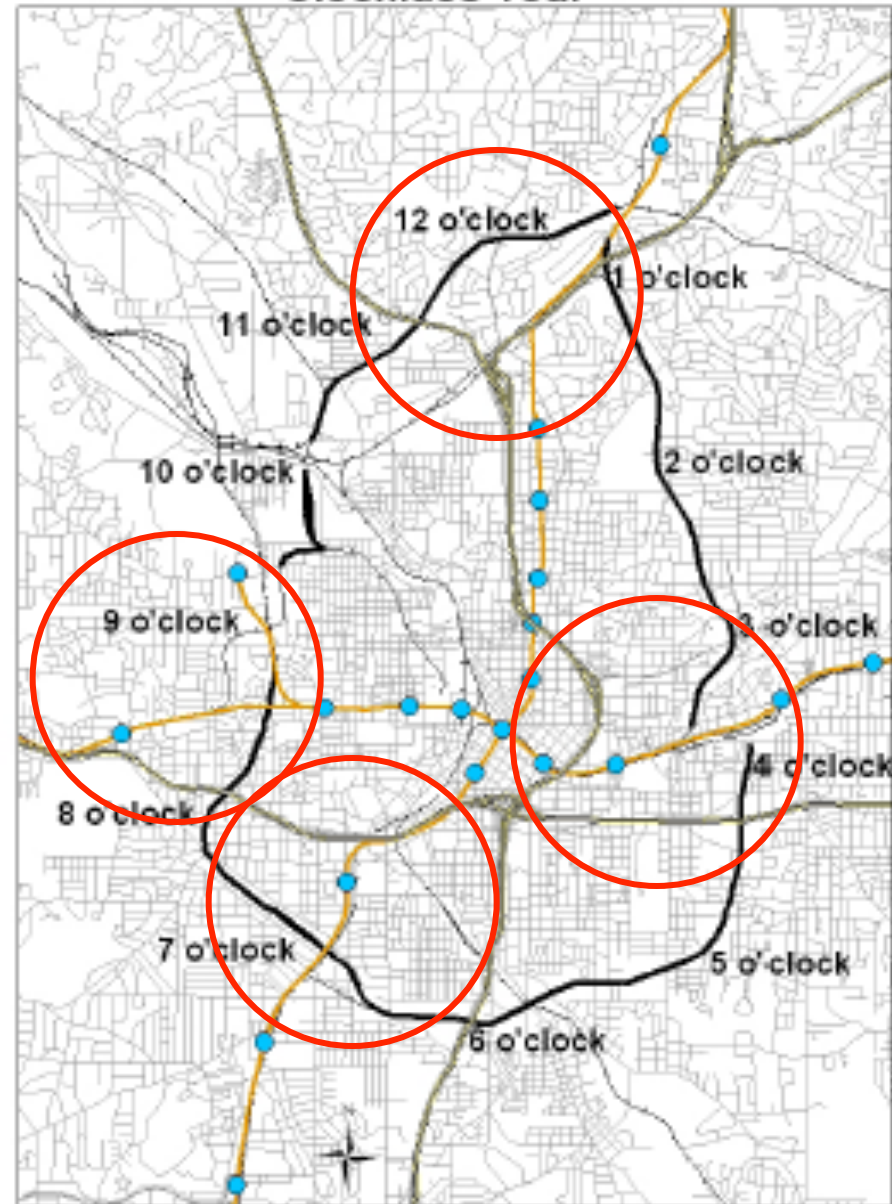
“Sensible women do not want the right to vote”

Grover Cleveland, 1905



What
would we
NEVER
Do?

The Atlanta BeltLine
Clockface Tour



That Won't Work!



**That
Won't
Work!**



THAT WON'T WORK....

NOWaccount™
Merchant services that work for B2B

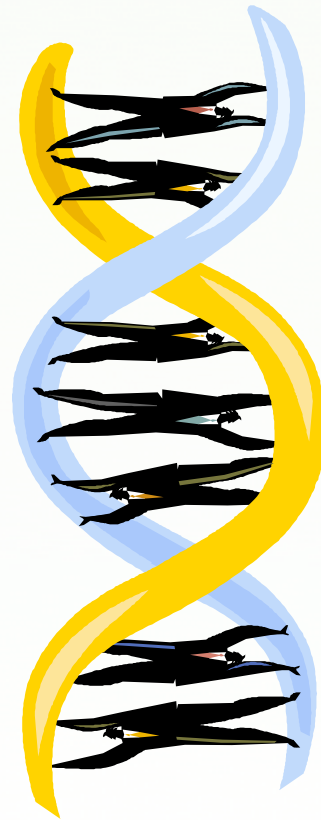
**CHANGE PRICING, POSITIONING AND FUNDING
AND VOILA... IT WORKS!**

“Creative Reconstruction”

Streamline

7-11

Charles Chips



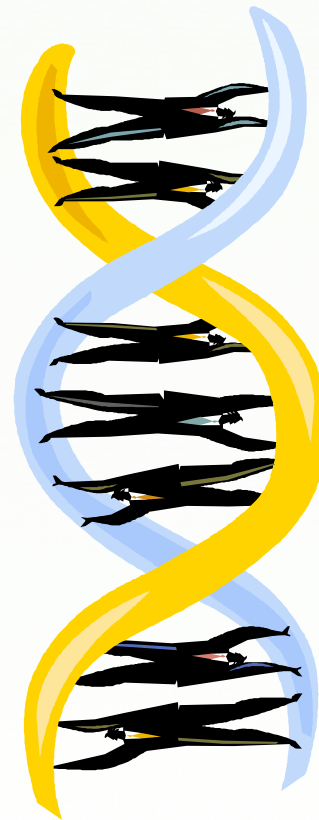
Sam's Club

Bricks & Mortar

Evolution of Mixed Use

Single Use Zoning

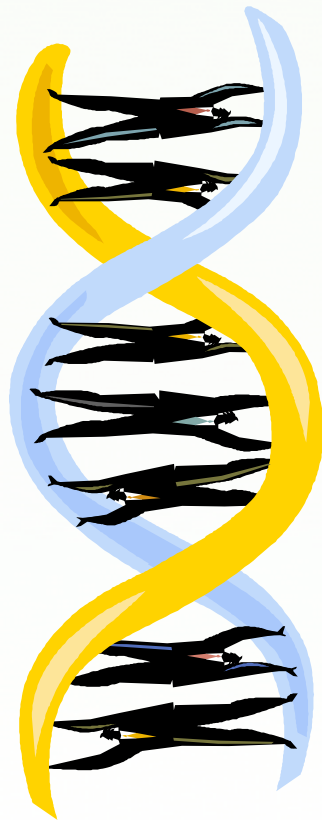
Settlement



Mixed-Use

Main Street

Soft Drinks



Color

Sugar

Water

Preservatives

Cans

Trucks

Where would we **never** look?

1. Build a network of volunteers and optimize that network
2. Match those with needs and those with resources



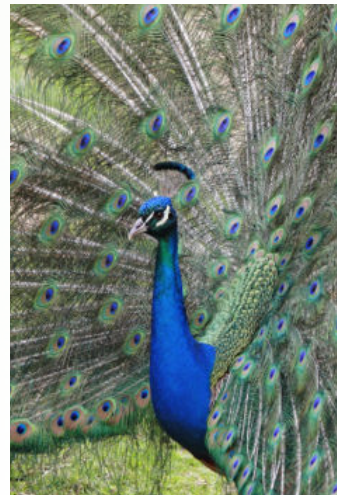
Where would we **never** look?

- **The Eastgate Building:**

**10% energy of similar buildings,
saved \$3.5M in first 5 years, rent
is 20% lower**



- **Paint or Peacock?**



Where would we **NEVER** look?





**Most successful organizations
that need help
remember the answers
but forget the questions.**

- Peter Drucker

Your Organization

- Growth – What would we NEVER Do?
 - GE Challenge
- Turn Market Challenges into Opportunities
 - US Public Schools – Imagine today is Day 1
 - “I would never start a new company today”
- Your Assets
 - CCE
 - Disney
- Sustainability
 - Best Solutions come when lack resources
 - Greatest Strength = Greatest Weakness

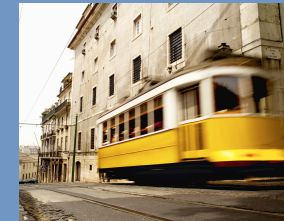
Opposites at Work

- The Atlanta Market is not supply-constrained
 - How do we create supply constraint?
 - The best solutions come when we lack resources
 - Greatest strength = greatest weakness
- Opposites at work – Public-Private (Infrastructure), Productize Service and Servitize Product
- Emerging Trends
 - Sustainable Communities - Not “Green”, High Performance
 - Social Media

Infrastructure & Real Estate

Opportunity Investment

Core Investment



Back to the Future

Is social media really new?



Tupperware®

SEARCH:

[SHOP OUR PRODUCT GALLERY](#) | [PARTY INSPIRATION CENTER](#) | [OPPORTUNITY](#) | [SOCIAL RESPONSIBI](#)

PARTY

- [DECADE OF THE PARTY](#)
- [HOSTING A HOME PARTY](#)
- [TUPPERWARE ONLINE PARTY](#)

- [OPEN MY ONLINE PARTY](#)
- [HOW ONLINE PARTY WORKS](#)
- [WHAT CAN I EARN?](#)
- [JOIN AN EXISTING PARTY](#)

[Home](#) > [Party Inspiration Center](#)

PARTY INSPIRATION CENTER



Fun, frie

Be a guest, host a Party in 2010—it's

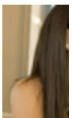
This is your oppor lifestyle - amazing solutions to imprc exchange ideas as a host, or a guest, t party time!

HOST AN ONLINE PARTY!



It takes just 5 minutes to open an online party and earn FREE Tupperware!

HOST



A Tupperware Everyone

Back to the Future

Is social media really new?

- Social Media is not a new concept
 - How it is implemented has changed and will change again
 - Evolution will go thru opposites
- People are STILL “multi-channel”
 - Social media is a component of your strategy
- What matters is behavior not technology
 - Jetsons – got technology right but missed social impact

Action

Org ability to create breakthrough ideas=

New ideas x (# implemented + Fast Failures) x Shared Vision

Penalty for Failures

*** Be sure the penalty for failure < penalty for doing nothing**

What did you **Fail** at today?



Your greatest Strength is your greatest weakness

Your best ideas happen when you lack resources

The Power of the Mirror

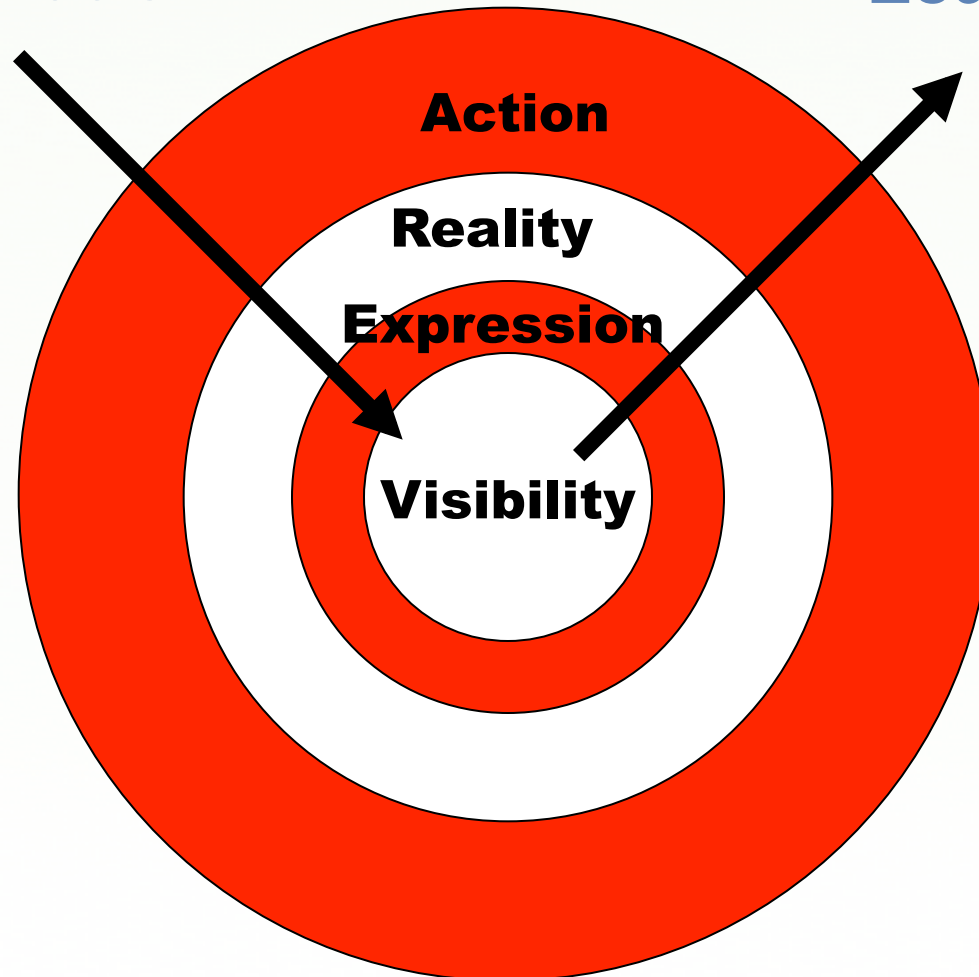
Back to the Future – Social Networking

Short Termedness

Think Different

Organization

Leaders



“You can’t depend
on your eyes when your
imagination is out of focus.”

– Mark Twain



Think Different!

**“Don’t ask yourself what the world needs;
ask yourself what makes you come alive.**

And then go and do that.

Because what the world needs is people who have come alive!”

Harold Whitman

Lara Hodgson