

# YES... AND...

Get unstuck, move forward and transform denial into discovery. Used by Fortune 100 innovation teams to streamline start-up companies around the world, this is the one stop solution for all innovation.

There are over 80 codified processes for innovation, design thinking and creative problem solving and thousands of books and tools for innovation. The IDEA of innovation can be overwhelming, confusing and challenging.

If you want to inspire the innovation spirit, the core and essence begins with one very simple ground rule:

**“Yes...And...”**

Founded within the world of Improvisation, this phrase accomplishes three things:

1. Honors everyone's contribution
2. Creates a conscious light and fun atmosphere
3. Allows for flow of ideas to actionable solutions

**BONUS: It even works when used sarcastically! Try it!**

## Where do you start?

How to set this up for success:

1. At the beginning of your meeting, establish the meeting focus by answering “At the end of this meeting, what will we have accomplished?”  
Make the outcome crystal clear.
2. Next, establish the ground rules. You don't even have to use the word “innovation”. Simply say, “Many times, when we are in team meetings, we use the word ‘but’ a lot as a way of making sure our point is made. The problem is ‘but’ is a negating word, it stops idea and solution flow. It stops movement forward. So to save time and maximize our intelligence, let's instead use the phrase “Yes... And...” Here is why we need to use this:
  - Honors everyone's contribution, building on everyone's intelligence and ideas
  - Creates a conscious light and fun atmosphere
  - Allows for flow of ideas to actionable solutions

- BONUS: It even works when used sarcastically! Try it!”
3. Encourage your team to try the sarcastic use. It breaks the ice and allows everyone to understand it really does work!
  4. If required, place a can in the middle of the table, the “but can” and give everyone pennies to throw in every time they hear the word “but”. It becomes a game to build on each other's intelligence and ideas.
  5. Proceed through your meeting as normal. And have fun!

A small shift in language can provide exponential impact in your team. These simple tools are ways to accelerate your innovation potential into reality. Let us know how these tools work for you.

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