

The 10 Principles: A New Paradigm for Collaboration and Innovation

Nicole M. Radziwill
James Madison University
radziwnm@jmu.edu

Morgan C. Benton
James Madison University
bentonmc@jmu.edu

Abstract

What can a bohemian subculture teach us about innovation in traditional organizations? In this session, we will explore the 10 Principles of Burning Man as a philosophical framework for capturing the spirit of innovation, informed by survey results examining the dimensions of its unique and innovative culture. By combining the social and professional elements of collaborative work and actively embracing diversity, these principles reveal a new paradigm for innovation that lifts professional boundaries, enhances creative potential, and unleashes greater possibilities. These principles are relevant to practitioners because they embrace the essence of Deming's 14 points while capturing the spirit of radical, socially responsible innovation. The final half-hour of this session will feature an interactive exercise based on one of the 10 Principles to help you identify the unique gifts you can bring to your organization and your community.

Biographies

NICOLE RADZIWILL is currently an Assistant Professor of Integrated Science and Technology at James Madison University. She is a Fellow of the American Society for Quality (ASQ) and was recognized by Quality Progress in 2011 as one of the 40 New Voices of Quality. She has a Ph.D. in technology management and quality systems from Indiana State University, and over 15 years of experience as an analyst and technology manager for national laboratories. Dr. Radziwill may be reached at radziwnm@jmu.edu.

MORGAN BENTON is currently an Associate Professor of Integrated Science and Technology at James Madison University. He has a Ph.D. in Information Systems from the New Jersey Institute of Technology. Dr. Benton is the Co-Founder of the Burning Mind Project at <http://www.burningmindproject.org> and may be reached at bentonmc@jmu.edu.