



# Your guide to understand and use Navigator Journals

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**Navigator Journals**  
**#1 Journal for innovators**

# Navigator Journals

## #1 Journal for innovators

This Navigator Journal was conceived during the pandemic. I was inspired to invent a new way of managing ideas after sitting through online meetings and wanting a journal to help me be more effective. I had created successful journals in the past, so I harnessed my experiences to design a journal for this new world of work. I picked some design challenges to solve:

- ✔ A journal to capture ideas, insights, and actions during online meetings without losing focus on other participants. It had to be useful for in-person meetings as well.
- ✔ A practical journal that is useful wherever I work: home, office, travelling, or coffee shop.
- ✔ A journal to focus on today while creating solutions for tomorrow's challenges and opportunities.

These demands fueled our team at The Idea Factory to design this new Navigator Journal.

## Not time management...but idea management

The journal had to involve more than time management.

I embed a concept that evolved over ten years, that of 'idea management.' We need new ideas in all aspects of our lives. Big visions start with small ideas. We nurture them until they

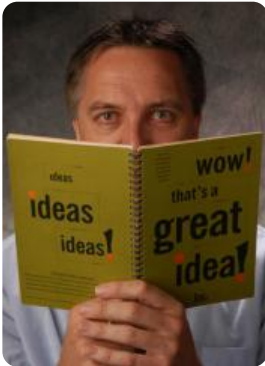
are ready for action. My vision was of editorial pages that will help you create and manage the ideas you need by:

- ✔ Offering insights for learning and finding the ideas you need
- ✔ Helping you define your future challenges and opportunities
- ✔ Providing a planning model to spread challenges over 12 months
- ✔ Providing a process to turn ideas into opportunities, ready for action

Philosopher Marshall McLuhan said, “We shape our tools and they, in turn, shape us.” What tools shape our thinking to be more innovative leaders on a daily, weekly, or yearly basis? McLuhan challenges us to design more innovative personal tools.

While time management is useful, I believe idea management is the “X” factor that will help people tackle the future challenges of their jobs.

The issue is not assuming digital is better than analog.



The question is: which better accomplishes what we need to create? The answer is: both are useful. Our value as professionals is using our analog expertise for learning, collaboration, problem solving, and creativity. We need digital and analog tools for the future of work to achieve results. We need both to be innovative.

**Ed Bernacki**

The Idea Factory | [www.NavigatorJournals.com](http://www.NavigatorJournals.com)

# Your career path may change, but your unique abilities still matter

In our post-pandemic world, the workforce has changed dramatically. Although many people have returned to working in offices, others continue to work remotely.

Either way, our organizations still need you to put forth your best and rely on you for your original and innovative concepts and ideas.

The Navigator Journal is an analog innovation that will help you navigate your daily tasks to achieve results. It is divided into themes to help you manage your ideas:

- 1 listen, learn, and make notes
- 2 Improve problem-solving
- 3 Enhance teamwork and collaboration
- 4 Use idea management to design more potent ideas to solve your challenges
- 5 12 Months, 12 Challenges to define your year of challenges.
- 6 A unique design of note pages to capture insights and create ideas.

If your goal is to be more productive, organized, inspired, and effective in every aspect of your life, the Navigator Journal is the solution you've been seeking. It will challenge you to track your ideas, develop them, and encourage you to seek the highest level of personal and professional growth possible.

# Navigator Journals are an analogue innovation for their design, creativity, and results they achieve.

## Why Navigating matters

Every organization depends on staff to effectively:

- ✔ Solve problems
- ✔ Make decisions
- ✔ Deal with change
- ✔ Collaborate to achieve results

## Where it can be used

- ✔ At a desk, in an office, at home, or in a coffee shop
- ✔ On your desk for an online meeting or a meeting room
- ✔ While travelling when you have time to kill
- ✔ Outside, anywhere inspiring that prompts new thinking.

## When it can be used

- ✔ When time is dedicated to advancing a challenge

- ✔ When meeting with others
- ✔ When digital products cannot be used while travelling
- ✔ During learning, training and reflection time
- ✔ While unexpectedly waiting for appointments, a meeting, or sitting in your car

## How it can be used

- ✔ Create meaningful notes: insights, ideas, or actions using words, sketches, colours, or graphics to spur your imagination
- ✔ Be inspired by its editorial pages for new ways of working
- ✔ Define 12 Challenges to focus on results
- ✔ Assign challenges to future months to allow time for creative insights

**The Navigator Journal  
editorial pages distill  
decades of creativity,  
innovation, research, and  
practice into a proven  
toolkit that inspires  
pioneering solutions for  
significant challenges.**

Here are the six sections with editorial pages to help you innovate.



## Listening, learning, and note taking

**R**esearch tells us writing notes by hand is best for learning, recall, and use of learning to design innovative ideas. Learn new ways to make notes that provide a platform for new ideas. Pages include:

- ✔ Challenge yourself to innovate – define inspiring challenges
- ✔ Make notes, capture learning, create ideas – an innovative way to take notes
- ✔ How to learn more every day, any day – be open, curious, diligent, and involved
- ✔ Where do great ideas come from? – ultimately, you are the source of your great ideas

# challenge yourself to innovate

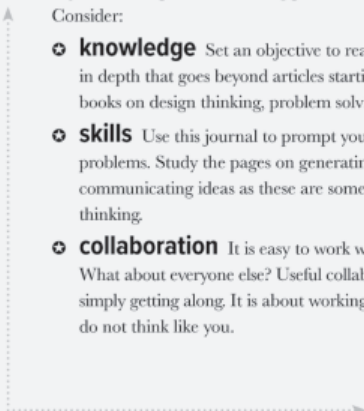
Written and created by  
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www.NavigatorJournals.com

## working at the office: working from home



What do you need to learn, practice, or develop to be more innovative?  
All of us can develop our skills and tool kits for being innovative. Set some objectives as a personal learning plan and some objectives for your work.  
Consider:

- ❶ **knowledge** Set an objective to read a book, report, or something in depth that goes beyond articles starting with, “7 tips for ...” Read books on design thinking, problem solving, and creativity.
- ❷ **skills** Use this journal to prompt your thinking about skills for solving problems. Study the pages on generating ideas, judging ideas, and communicating ideas as these are some of the core skills for innovative thinking.
- ❸ **collaboration** It is easy to work with people who think like you. What about everyone else? Useful collaboration is much more than simply getting along. It is about working effectively with people who do not think like you.



### define your challenges

**o r g a n i z a t i o n a l** Set organizational challenges.  
Where do you need innovative ideas and solutions in your work?

.....  
**p e r s o n a l** Set your personal challenges.  
Learn new ways to be more innovative on a day-to-day basis.  
.....  
.....

“Knowledge itself is power.” ■ FRANCIS BACON

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## Improve problem-solving

**E**veryone solves problems every day individually and in groups. Build your skills to be creative problem solvers using these pages to challenge your thinking. The best solutions combine discipline and creativity. Pages include:

- ✓ Not another team meeting! – what type of team thinking do you need?
- ✓ Plan your participation strategy for in-person and virtual meetings – tips for success
- ✓ Solving the problem of problem-solving – three phases to improve your results
- ✓ Detailed problem-solving process – use the disciplines to improve your results

# solving the problem of problem solving

Everyone solves problems to achieve the success they have. Hone your skills for doing so more effectively individually and collectively. Understand these two concepts to improve your results.

## 1. problem solving involves three phases



## 2. use two steps for each problem solving phase

Rarely will your first idea be the ideal solution. Practice the art of two steps for each phase of problem solving.

1. Diverging – ‘diverge’ means going past the first solution to create many potential solutions. Brainstorming. No judgement.
2. Converging – with a range of options, now reduce or ‘converge’ to select a workable option(s). Ideas can be combined for more powerful solutions.

Build in time between diverging and converging. Research shows that time to reflect improves our ideas. Restarting an hour or day later leads to stronger results.

### symbols used in problem solving



**diverging**

brainstorm options, facts, ideas, and lots of options.



**converging**

reduce options to a workable solution.



**combined**

shorthand for diverging and then converging.

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## Enhancing teamwork and collaboration

It's easy to work with people who think like you...what about everyone else? You can learn to work with anyone while innovating.

Pages include:

- ✓ Working with people who do not think like you – notice your style of thinking
- ✓ Strategies to communicate ideas – how should people hear your ideas?
- ✓ What is a great idea? – develop intuitive skills for judging ideas
- ✓ Notice the ideas you think are “great” – create a page for great ideas that inspire you
- ✓ How to avoid being killed by the creativity killers – capture any creativity killers you hear
- ✓ Creativity creators who inspire you – save quotes that are meaningful to you

# working with people who do not think like you

Dr M Kirton wrote:

“Our problems have become so complex, and the penalty for not solving them so high, that we need to study the problem solver and the problems we need to solve.”

There is a *Festival of Dangerous Ideas* in Australia. These ideas question our assumptions and challenge us to act.

Here is a dangerous idea. It starts with a question: *Do people think alike?* We have 40 years of research to show a measurable diversity in the way people think, solve problems, and deal with change. If so, why is it so hard to find examples of this knowledge in use? Do we implicitly assume that all people think alike?

## so what's the dangerous idea?

What if we design our teams, organizations, policies, strategies, and services on the fact that people do not think alike? What if we understood cognitive differences to notice and use these differences?

- ✚ We would stop making people wrong for thinking in the cognitive style most comfortable to them.
- ✚ We would design systems that work for all people, not just some people.
- ✚ We would notice these differences on teams and use them as expertise.
- ✚ We would match people to the challenges best suited to their style of thinking.

Innovation focuses on the problems we want to solve. We cannot ignore the human problem solvers. The differences in the way people think are predictable and measurable based on the degree of structure people need to comfortably solve the challenges they face.

## some prefer to do things “better”

They are characterized by precision, methodical thinking; concerned with resolving problems rather than finding them. Their solutions are tried, prudent, and sought in understood ways. They produce a few relevant, sound, safe ideas for prompt implementation. They show an adaptive style of thinking.

## some prefer to do things “differently”

They are characterized by being undisciplined in thinking; often said to discover problems and solutions. They can produce many ideas, often seen as unsound or irrelevant. They confidently break the rules to solve problems. They show an innovative style of thinking

## which is better?

Your strength in one situation may be a weakness in another. Learn to understand your preference and the preference of others, and likely behaviour patterns. This helps us form more effective teams by making good use of our differences as well as our similarities.

For information on cognitive diversity email [info@EdBernacki.com](mailto:info@EdBernacki.com) or see [www.KAI.Foundation](http://www.KAI.Foundation)

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## Use idea management to solve your challenges

Solutions start with clear challenges fueled by your insights to grow your ideas. Use these pages to manage solutions from insights into actions on unique project pages. Pages include:

- ✔ Making notes, managing ideas, solving challenges – four steps for great opportunities
- ✔ Manage your ideas to build great opportunities – use the prompts to build your new ideas
- ✔ Challenge pages for designing solutions – use these pages to manage four challenges
- ✔ Collecting your ideas – capture your ‘hot’ and ‘loony’ ideas (loony ideas can never work unless...)
- ✔ Passing on great ideas – Post-It® Notes are a great idea, use them

Passing on great ideas – Post It® Notes are a great idea, use them

# making notes, managing ideas, solving challenges

Although we all want great ideas, finding them is hard work. Here's two things to keep in mind.

First, the reason we look for new ideas is that we want to solve problems and create opportunities. However, too often our ideas are chosen for the wrong reasons. Sometimes we jump at the first solution without considering how effective a solution it really is. Sometimes we pick the idea that worked before – no matter how ineffective it was. Sometimes we compromise. A stronger solution will be found by working with your idea. Use the following four-step process to find more powerful solutions to your challenges.

## creating great ideas

Manage your insights and ideas into actions by following a different model that consists of four steps.



By adding these steps you form a more viable vision of the successful idea in action. Invest your time in creating the opportunity before you decide to pursue an idea. By doing so you fuel the momentum that makes great opportunities hard to ignore.

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"There is no security on this earth; there is only opportunity." ■ Douglas MacArdnie



## 12 Months, 12 Challenges

**C**reate your idea management plan. Look forward 3, 6, or 12 months and define worthy challenges, create opportunities, or solve problems. This first step plants the seed of future solutions.

- ✓ Where do you need innovative thinking to get the results you want?
- ✓ When do you need these innovative solutions? – four pages list three months to sketch out a year of solutions.

Assign one challenge to the month. This is when you will work on creating a solution. Don't be overwhelmed. Start with two or three challenges and add more later on. You only need to work on one each month. Gain conviction with the process. You can create ideas as you need them.

# where do you need innovative thinking to get the results you want?

"Innovation is a lonely art because the leader who looks out to the frontier must face away from the people who follow."

Robert Grudin captures the true challenge for innovators. Harvard University research asked people: *what stops you from being more innovative?* People said it was a lack of time to be innovative and the lack of challenges that need innovative thinking. These observations prompted the design concept for a new way of achieving results.

## managing your challenges

Innovators must look to the future to see the opportunities they can create.

- ☛ Some challenges are problems that need solutions.
- ☛ Some challenges are new initiatives to be created.

Consider what you can create. Think in terms of 12 challenges, one for each month.

- ① Which projects, personal or organizational, can you launch, improve, or enhance?
- ② Define these as challenges: use a sentence or two to express the problem or issue.
- ③ On the following pages assign one challenge to the best month to work on it. Any time you think of an insight or idea for a future challenge, write it down.
- ④ Each month use the process starting on page 17 to create innovative opportunities.
- ⑤ Use the journal when you have time to kill: traveling or waiting for an appointment. Pick any challenge and work on it.

## managing your time

Manage your time to get results. Invest a few minutes each day in future solutions.

## managing your ideas

Solutions for our challenges start with an idea. Some are fully formed and useful right away. Some need time to develop. Nurture your ideas so they grow into opportunities for action.

## managing your focus

Invest some time each day to focus on one or more challenges. Keep your feet on the ground while your eyes focus on the future.

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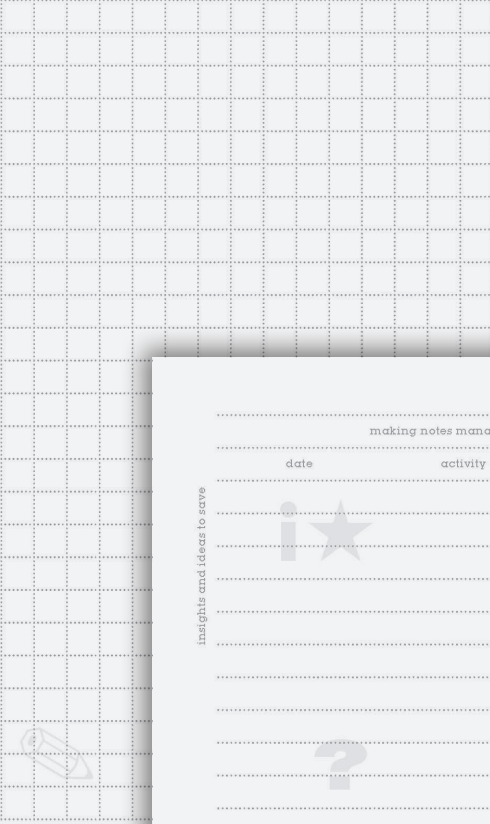


## A unique design of note pages

**T**his researched-proven design has been used by thousands of people to improve how they record what is important for success.

- ➔ Left hand: grid for idea sketches and visual thinking.
- ➔ Right hand: lined with prompts to capture:
  - ① insights,
  - ② ideas,
  - ③ questions,
  - ④ quotes or references, and
  - ⑤ actions.

idea sketches



insights and ideas to save



making notes managing ideas

date

activity

subject

quotes to remember



questions to ask

actions to take

# Who uses Navigator Journals? Innovators do

Using this journal will help you shape new opportunities. Once you can see new ideas in action, you use your other technologies to formalize your vision and plans in print. Your note pages do not need to be works of art; they need to be works of imagination. They will help you see a new possibility in action. Your note pages can be messy. Once you start to formalize the plans, use the editorial pages to inspire more ideas.

## Innovators prefer to do things “differently”

Innovators often discover new problems. You may see problems or challenges before other people. You often produce many ideas. Some may be unsound or irrelevant. That’s just part of the process. You like creating options before narrowing them down to a workable idea.

Innovators do not believe in the management maxim, “Don’t bring me problems; bring me solutions.” Instead, you may say, “What an interesting problem to solve.”

Use this research on thinking styles to explore what inspires you and gives you meaning in your personal and professional life.

## On being an innovator

Passion fuels your desire to create innovative solutions. We know that some people like the structure of time management while others see the value in it but they want more.

## When solving problems

- ✓ Innovators tend to reject the typical solutions to problems; instead, they redefine the problem to create innovative solutions.
- ✓ You may feel less concerned with finding quick solutions and look for long-term possibilities.
- ✓ You may challenge the normal way of doing things.

## When generating solutions

- ✓ You create many ideas; some may not appear useful to others at first. Often these ideas result in doing things differently.
- ✓ You confidently generate ideas, not needing consensus to have conviction in an idea facing opposition.
- ✓ The most interesting challenges often start with: “We have no idea how to solve this...”

## When change is needed

Innovators are essential in times of change or crisis. The challenges are obvious and interesting. Sometimes you may have trouble managing ongoing, routine work. Innovators are ideal in a crisis; better still, innovators can help avoid them.

Get started now and order your Navigator Journal.

To learn more about Cognitive Style corporate workshops for an organization email [\*\*info@NavigatorJournals.com\*\*](mailto:info@NavigatorJournals.com)

# Using Navigator Journals to grow your organization's capacity to innovate

In our post-pandemic world, the workforce is changing. Organizations still need staff to put forth their best to deliver original and forward-thinking concepts and ideas.

Navigator Journals can enhance an organization's focus on innovative solutions and staff skill development. The Navigator Journal is a proven analog innovation that can be used in various ways:

- 1 **Staff Engagement:** Provide copies to staff on an opt-in basis. This can be aided with in-house skills training or 'train the trainer' programs using the Navigator Journals for learning and use on the job.
- 2 **To support internal programs:** Order a customized Navigator Journal to focus on your learning and innovation objectives. These can be branded for the organization.
- 3 **Staff conference and learning events:** Navigator Journals were originally designed for use at staff and manager conferences.
- 4 **Create a unique Navigator Journal:** Work with our designers to create a unique management Navigator Journal for your organization.

If your goal is to shape an organization that is more productive, innovative, and inspired to achieve results, the Navigator Journals offer the solution you've been seeking. To discuss options, first consider:

- ✔ Objectives that you want to achieve.
- ✔ Number of staff or participants.
- ✔ How a Navigator Journal can complement existing internal programs.

To learn more, email [info@NavigatorJournals.com](mailto:info@NavigatorJournals.com) or call Ed Bernacki, the chief designer of Navigator Journals at The Idea Factory directly at (1) 226-450-2808.

# The Idea Factory Guarantee

When you order your Navigator Journals, should you feel that it is not the right journal for you, simply return the unused journal for a refund.

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