

Welcome to

The Sulam for Imagineers

June 4, 2024



First... A Story

R H E

Dodgers 4 10 0

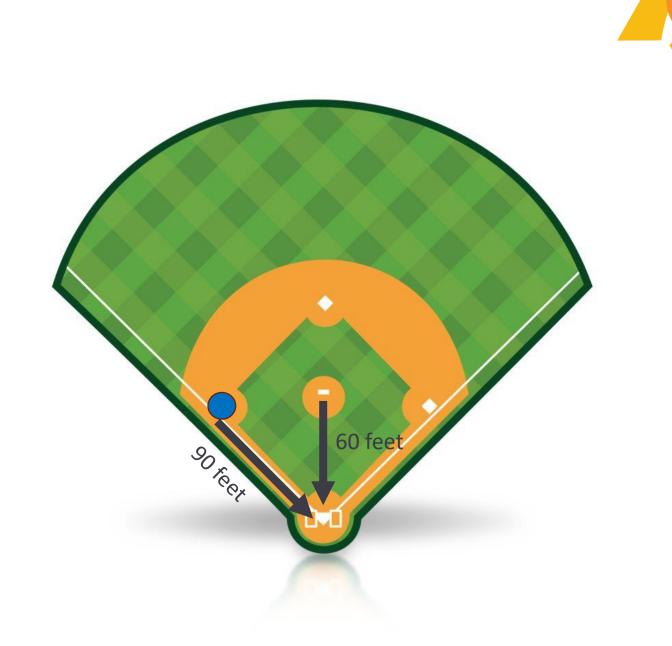
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Top 8 2 outs





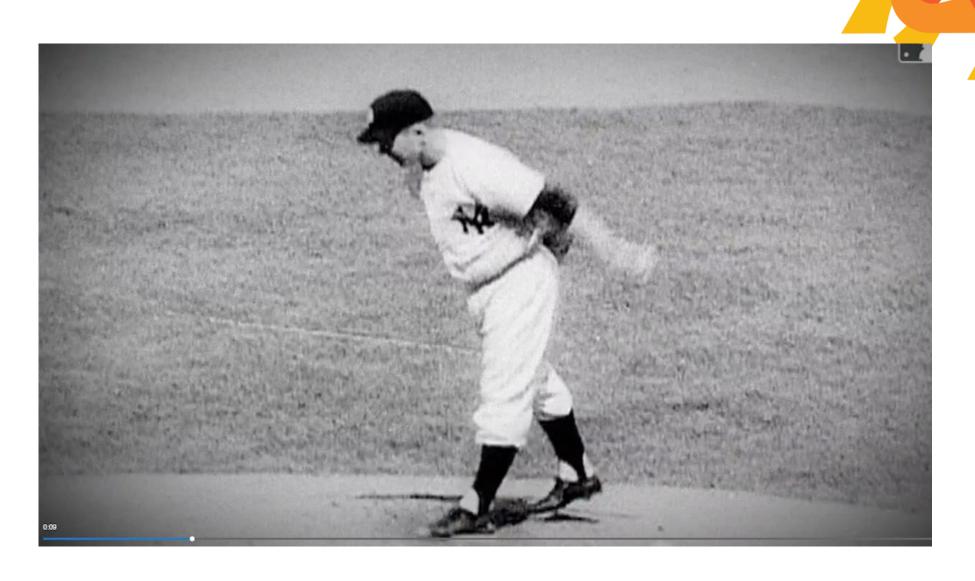




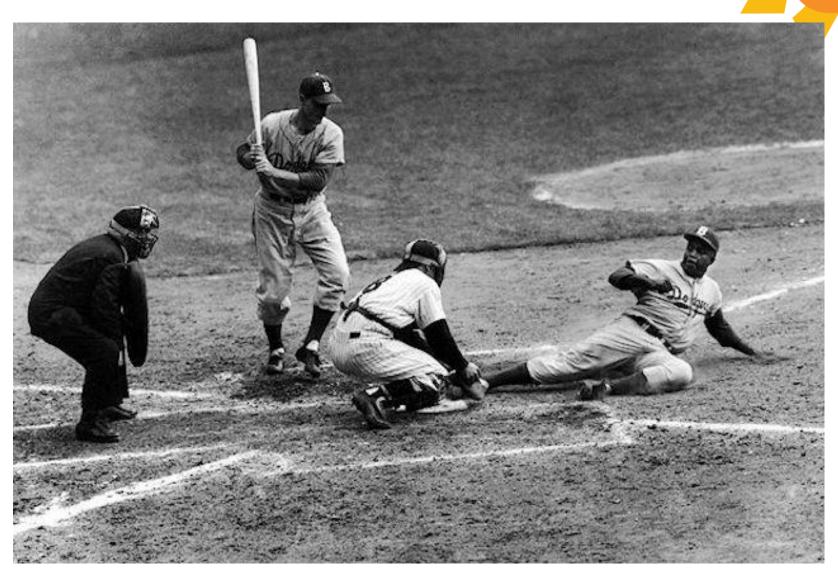








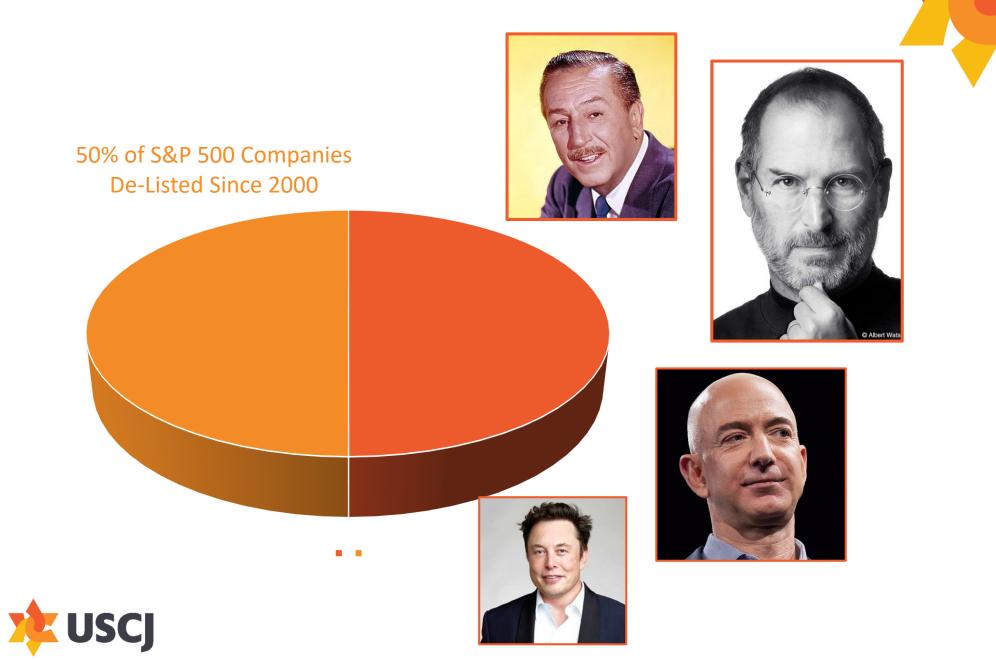
















IMAGINEER

Imagination + Engineer





The Synagogue Imagineers' Journey

Build your "dream" team

Identify Problems to Solve

Understand our Community's Stories

Become Blue Sky Dreamers

Put Ideas into Action





The Synagogue Imagineers' Goals

Create a Safe Space to Dream

Address Concerns about Change

Ask the Right Questions

Experiment with New Ideas

Set Us Up For Long Term Success





Building Your "Dream" Team



















Building Your "Dream" Team











Your "Dream" Team

Team of Dreamers and Doers

- 1 clergy member
- 1-2 staff members
- 1-2 board members
- Empty nesters
- Creatives with no nonprofit background
- Young singles and parents
- Non-members

Innovation Champions

- Keep team on track
- Keep team motivated
- Share progress with other Imagineers





Identify Problems To Solve

Before we can brainstorm for solutions, we need to brainstorm for questions.

We try to fix symptoms rather than fixing problems, and then we wonder why our problems persist.

To figure out what problems we really need to solve, we're going to ask the questions we probably weren't asking.





Understanding Our Community's Stories

Every great story has 3 key elements:

Hero

Challenge

Guide

Our synagogues are not the heroes! We're the Guides!



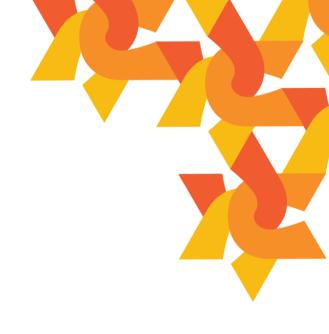
Understanding Our Community's Stories





Becoming Blue Sky Dreamers

- 1. Dreamers
- 2. Realists
- 3. Spoilers





What is Blue Sky Dreaming?

The Sky's the limit

No Bad Ideas

A single idea can cascade into hundreds more

"The best way to have a good idea is to have lots of ideas" – Linus Pauling





Blue Sky In Action

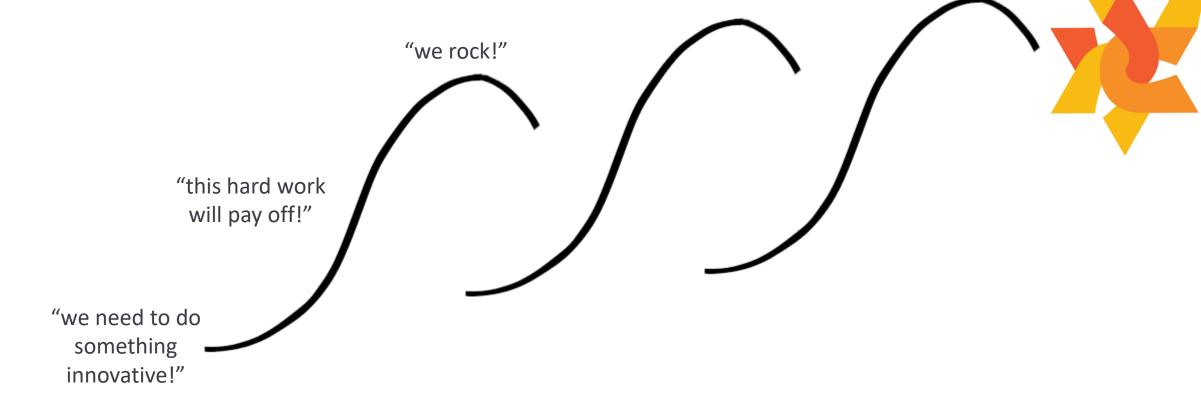
The Problem: People complain about the salad dressing at kiddush lunch

- Reframe the question: do people not like the dressing? Or not like the salad?
- Ok what other types of salad can we serve?
- What other types of healthy sides can we serve?
- If we stopped serving salad, would people notice?
- If we stopped serving salad, how much money would that save us? \$50 per
 week

- What could we do with the money that we saved by not serving salad?
- Pre-packaged Cookie for the road
- Danish and coffee when they arrive before services
- \$25 starbucks gift card to the 10th person to arrive each shabbat morning might help get people here on time



S Curve of Innovation





Synagogue Imagineers are UNDISRUPTABLE





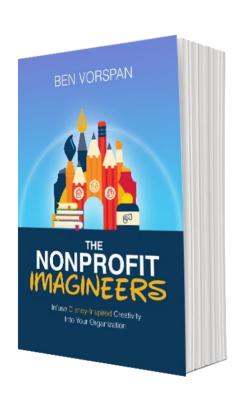
Beta Testing

"The sometimes radical ideas that we're trying out are not final and are not intended to replace the things that you love."





Yes, But How Do We Actually Do It?



- Summer book club
- Idea Exchanges for Innovation Champions
 - Receive training
 - Discuss progress
- Open Office Hours
- Team Meetings
 - Identify problems to solve
 - Discuss new ideas
 - Brainstorm
 - Experiment





Sulam for Imagineers in Action



Field-wide updates for feedback and testing



November 2024

June 2025



Putting it all together

Problem: Low Attendance

- Why do we have low attendance? People are bored.
- Why are people bored?
- 3 hours is a long time to sit.

What if we made it shorter?

Pitch clock

Fewer mound visits

Begin extra innings with runner on 2nd

Fewer pick-off attempts

Mound visit limits

Pitcher must face 3 batters minimum

What if we made it more engaging?

End defensive shift

Fewer mound visits

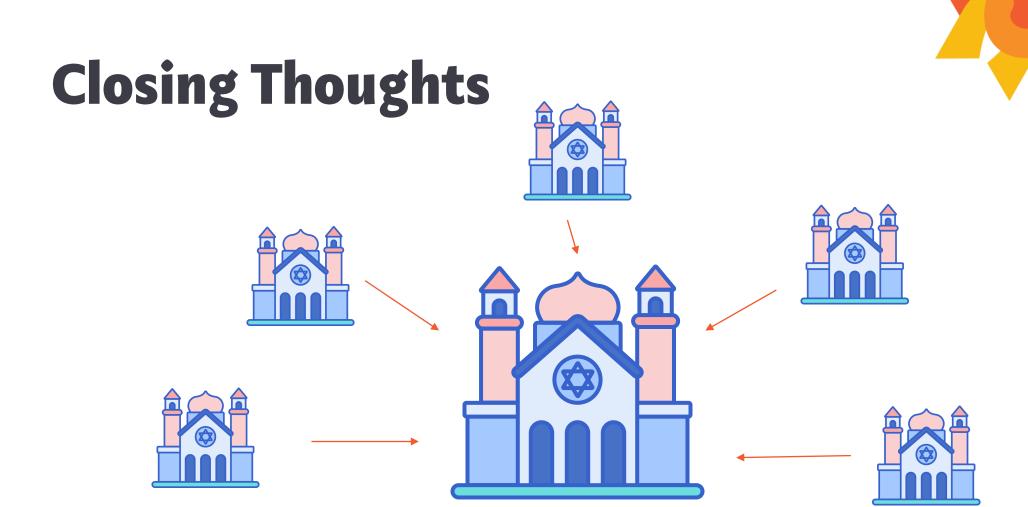
Statcast

Augmented reality/games

Better food/activities at the stadium













Thank you