

- Have you ever wanted to do a job

that really mattered,

something that fills your
heart and pays your rent?

Well, what if I told you

that you could find your next career

in some of the most unexpected industries,

industries that are part
of your everyday life

that maybe you've never even noticed.

In this season, we look at some big trends

and small steps that are
changing the future of work

so your job of tomorrow
can help your community

and even the planet.

(upbeat music)

A culture of innovation is crucial

for organizations to stay relevant

and succeed in today's rapidly
changing business landscape.

It encourages creativity, experimentation,

and problem solving skills,

leading to better customer
service and solutions.

It requires embracing change,

staying on the cutting edge of technology,

and seeking out new ideas and perspectives

from both within and
outside the organization.

- We've always tried to empower our people

to come with good ideas,

so we deliberately go out to the field

and ask for those ideas.

We run what we call idea challenges.

- It's a lot around the
test fast, fail fast.

So every time we have a new idea,

we'll quickly put together a
prototype, see if it's working.

And if it's not,

then we will very
consciously make a decision.

Okay, let's try a different route,

or let's try a completely
different product.

I think it's something that's at the core

of a lot of tech startups.

- [Kristi] It's a very
intentional thing for us

to try and make sure that our employees

are included in the process

and that their ideas are rewarded.

- Measuring a culture of innovation

is like checking the pulse of

your company's creative heart.

You don't want it beating

too fast and erratic

like a jazz drummer on caffeine

or slow and sluggish like a sloth

after a Thanksgiving feast.

You want it just right like

Goldilocks as porridge,

not too hot, not too cold,

just enough innovation

to keep your company ahead of the curve

and your competitors scratching
their heads in confusion.

So how do you do it?

Do you give out awards or
create innovative patents?

- Continuous improvement
is all about what we do.

So we have methods and
approaches to have awards

for the continuous improvement
event of the month.

So we work hard at the
continuous improvement approach

and we call it Kaizen.

Kaizen Awards are monthly
within the organizations.

We continue to drive those all the time.

And the celebration piece

of that really is focused

on understanding that continuous
improvement is what we do

and it's who we are

and the learnings that come
from that help us to grow.

- To learn more, check
out the full episode

from the amazing docuseries
"Jobs of Tomorrow".