

Leading Innovation™

THE WORKSHOP ABOUT MOVING FROM IDEA TO *IMPACT* IN ORDER TO CREATE A SUCCESSFUL FUTURE.

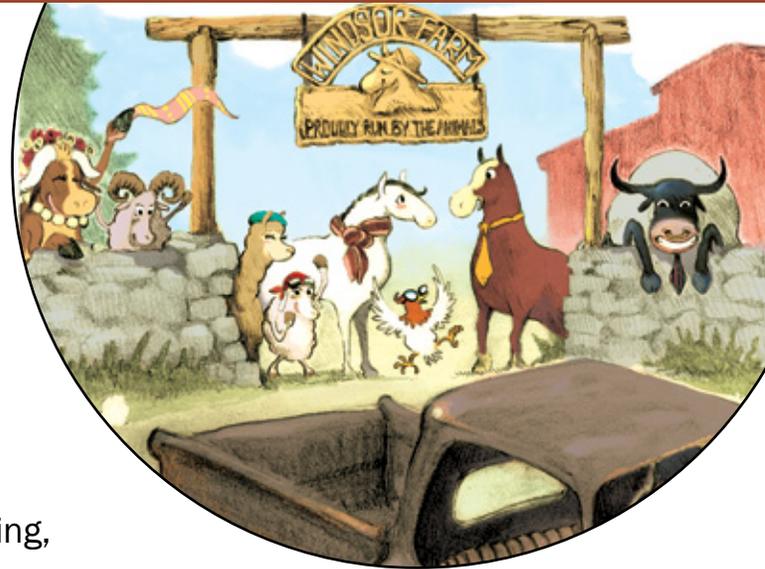
THE MOST VEXING QUESTIONS ABOUT INNOVATION HAVE LITTLE TO DO WITH THE IDEA.

They have everything to do with how to execute innovative ideas. This is the key to your organizations' future. Leaders today must manage the present, selectively forget the past and collaboratively create the future.

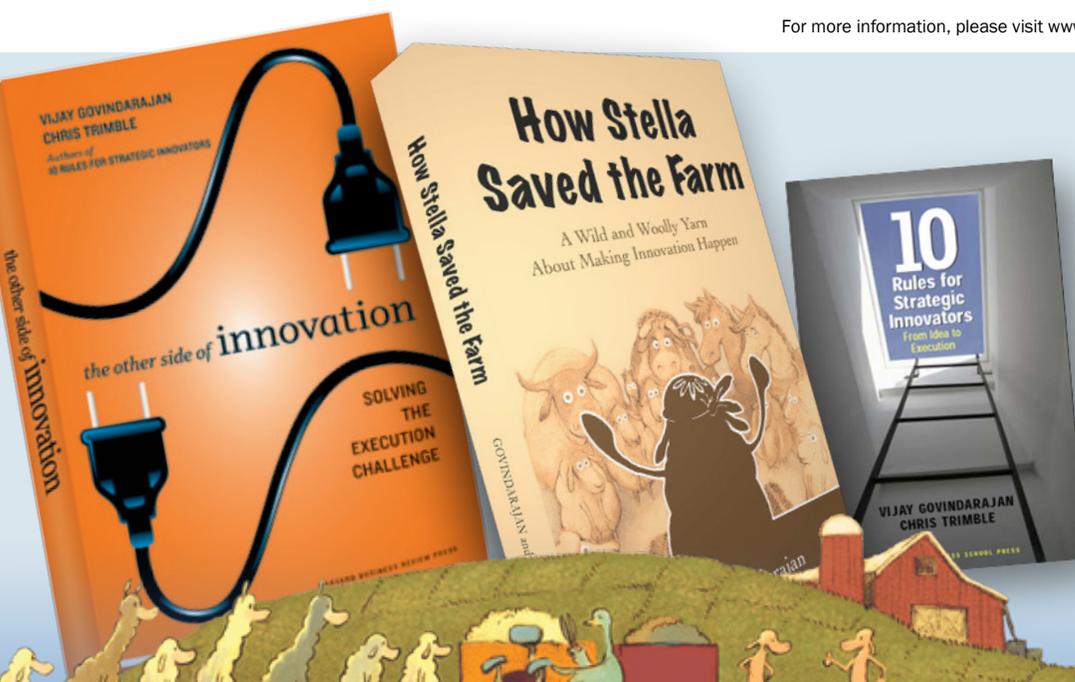
This workshop is not about creativity, brainstorming, searching for ideas, or even selecting the best.

It is about *execution*. It is about moving from idea to *impact*. It is about achieving an idea's full potential without getting eaten or run-over by the very organization that is trying to bring it to life. It is about enabling a team in the present that can deliver you to your future.

Leading Innovation™ contains the proven solutions that *make innovation happen* inside the world's foremost organizations. Now you can bring them home to your organization.



For more information, please visit www.HowStellaSavedTheFarm.com or www.ithoughtleader.com



Leading Innovation™ is based upon the largest and most extensive study ever, a 10-year privately funded research project with the singular goal of understanding what separates successful innovation initiatives from the rest. From **Vijay Govindarajan** and **Chris Trimble**, the best-selling authors of *10 Rules for Strategic Innovators*, *The Other Side of Innovation*, and *How Stella Saved the Farm*, a business parable about making innovation happen.

For more information about how this workshop can help your organization
Please contact Marti Kaiser at 214-276-6832 or email MartiK@ithoughtleader.com

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Leading Innovation™ details Six Essential Principles to make innovation happen inside your organization. Workshop participants discover a straight-forward approach to executing an innovation initiative involving, in particular, a special kind of (dedicated) team and a special kind of (disciplined) plan.

THE PARABLE

"How Stella Saved the Farm", a required pre-read before attending the workshop, takes the key principles from the research and illuminates them through a captivating storyline. The parable invites the reader to join a group of high spirited animals who run a present-day Animal Farm. Their success has been challenged by advances in farming technology and the possibility they may have to sell out is very real. A new leader hopes to find a way to once again deliver the promise of prosperity to the animals. Something must be done if the hopes and dreams of the farm are to live again. It's a wild and woolly yarn about innovation, full of familiar challenges.

WHO SHOULD PARTICIPATE?

Innovation Leaders:

You own the plan for the initiative more than any other person even though in most cases you will not have complete control.

Members of the Team :

The best-prepared team members fully understand the challenges their leaders face and what will be expected of them on the frontiers of an Innovation Initiative, where the trusted rules don't make sense.

Mid Level Managers and Executives:

These important leaders must understand the foundations of innovation in order to support the process from their position.

Supervising Executives:

The innovation leader reports to the supervising executive, who has critical and demanding responsibilities in successful execution of innovation initiatives.

CEOs and Chief Innovation Officers:

To reach their highest aspirations, CEOs and chief innovation officers must scale up from single innovation projects to routine innovation success. They must institutionalize innovation.

Performance Engine Leaders who Support an Innovation Initiative :

These leaders must understand the conflicts between innovation and ongoing operations and how best to support innovation initiatives while sustaining excellence in ongoing operations.

Innovation Coaches and Facilitators:

These leaders facilitate learning the foundations of innovation and provide practical support throughout the execution of the innovation initiative.

WHAT ARE PEOPLE SAYING?

"Extremely valuable. It really hit the mark for us. As a very large and complex company, we are not short on innovative ideas, but the challenge comes in executing across multiple organizations. We came away with new insights and actionable ideas for us to implement. Your customer service has been amazing! Thanks for a great experience!" – Kathy O'Hara, Leadership and Organization Development Manager AT&T Consumer IT

"The Inside Innovation workshop sets up participants for a thoughtful innovation process." – Dr. Dennis Peterson, Superintendent, Minnetonka (MN) Public Schools

"Very inspiring! The metaphor used engaged the mind. A training that makes you want to quickly go back to base and implement the skills learned. It should be a MUST attend for all Managers in the organization." – Amina Usman, Senior Sales Manager (West), Sales & Distribution, MTN Group

"Great workshop – entertaining and eye-opening" – Gan Chee Keong Toshiba Electronics (M) Sdn Bhd

"I would highly recommend this workshop for anybody that has intent to start an innovation initiative." – Loo Soon Kam TT Innovation Centre Sdn Bhd

"Very experiential, no "bored" moment during the workshop – it will make you want to go read the books!" – Lawrence Kang Motorola University

"Good understanding of how innovation works. Excellent & exciting 2 days journey toward innovation for oneself and the organization a person works with." – Abdul Halim Manaf Freescale Semiconductor (M) Sdn Bhd



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