



Photo: Medford Taylor, National Geographic Photographer

Have you ever faced a challenging situation at work that didn't have an obvious solution?

Did you meet the challenge? If so, your job required you to be innovative — and you were successful at that! Every job has the potential need for innovation, and every person has the ability to be innovative. Bringing out that potential and focusing it on what really matters — with integrity — is the challenge all leaders face today.

A vibrant, “living organization” breathes with the inhale of learning, the exhale of innovation, and a foundation of values. The question is how to bring these together in a culture for sustainable innovation that touches all aspects of work, such as new products, quality improvement, and marketing.

Join us for a free “Primer on Corporate Innovation” aimed at enhancing the skills, understanding, self-confidence, and personal meaning needed to stimulate values-driven innovation in your work, team and organization.

This seminar will offer specific knowledge and techniques for:

- Relating to the role of innovation in your work
- Recognizing your own Innovation Styles
- Discovering the values that motivate your creativity
- Evoking the most unique contributions from others
- Building a culture where the best ideas rise to the top

A PRIMER ON CORPORATE INNOVATION

Fundamental skills for stimulating values-driven innovation

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AGENDA

Introductions & Overview

KEY QUESTIONS

What is the role that innovation plays in your work?

The Living Organization

What is the “breathing rhythm” essential for organizational health? What is the relationship among learning, innovation, and values?

Innovation

What is innovation? How is everyone innovative? How is innovation part of every person’s job?

Innovation Styles

What are four distinct strategies of innovative thinking? How do we each practice those styles?

The Creative Journey

What is a values-driven process for innovation?

Corporate Culture

What are the eight key success factors for a corporate culture for innovation?

Key Learnings

What have you gained from the day?

WHO SHOULD ATTEND? Corporate professionals, consultants, executives, trainers, managers, and facilitators. Please come, and invite your colleagues!

To register or to get more information, please contact: 860-233-0011
Dan Browne x860 or Pam Sheehan x817



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The idea you’re looking for may be right before your eyes...

DATES:

September 13, 2007

November 6, 2007

TIME:

Register: 8:30 am

Seminar: 9:00 am — 12:00 noon

PLACE:

Gray Conference Center
University of Hartford
200 Bloomfield Ave
West Hartford, CT 06117