



Leading Innovation

Harnessing the Creative Genius of your People

WHO SHOULD ATTEND

Managers from all levels of an enterprise

TAILORED TO YOUR NEEDS

Leading Innovation is typically a 2-3 day program, but is always tailor-made for each client (e.g., specific content, duration, and number of participants).

CONTACT

For information about bringing this program to your organization, please email Laszlo Gyorffy, Director of Training, at gyorffy@enterprisedevelop.com or call the Enterprise Development Group at 1-650-855-9940.

There is no innovation without leadership. Companies looking to aggressively enhance their innovation capabilities need managers who embrace their role as innovation champions and actively promote innovation throughout their enterprise - from everyone, everywhere, all the time. These leaders need to be forward looking, able to inspire others about what is possible, and create what may at first sound like an impossible paradox—the establishment of a discipline of innovation.

This program is for managers seeking to tap into the genius of their people to promote rapid and cost-effective innovation. Participants will learn the nuanced roles a manager needs to play to enhance their staff's ability to discover new insights, identify unexploited opportunities, and develop valuable business ideas quickly and inexpensively. The intent of the program is to move beyond temporary innovation boosts and teach leaders a disciplined approach for embedding "intrapreneurial spirit" and enduring value creation practices within their organization's culture.

Participant Benefits

By the end of this program, participants will:

- Clearly understand the leader's role in enabling innovation that consistently generates significant return on investment
- Establish stretch goals and targets that inspire new and creative strategies
- Have straightforward tools and techniques for evaluating the quality of a new idea, and quickly identifying areas of strengths and weakness
- Understand the usefulness of common concepts, language, and practices that effectively promote creativity and collaboration
- Know how to identify and develop innovation champions and their ideas
- Avoid typical mistakes and overcome resistance to new ideas
- Know how to lead the formation of a highly inventive culture

Organizational Benefits

Point of Leverage

– No matter what measure is used, companies with effective leaders execute better. Developing the innovation capabilities of leaders will have a profound and positive ripple effect on the enterprise and its bottom line.

Multiplier Effect

– These practices are particularly powerful when everyone shares a common approach to innovation. This gives collaborative efforts in the enterprise a consistency and coherence that significantly improves the quality and speed of the output. Quite simply, you get more high value ideas faster.



Enterprise Development Group

930 Roble Ridge Road
Palo Alto, CA 94306-2609
www.enterprisedevelop.com
USA