

THE INSTITUTE FOR EFFECTIVE INNOVATION

Helping businesses grow quickly and profitably.

**PUTTING
INNOVATION
TO WORK FOR
YOU!**

A 2-DAY
HANDS-ON WORKOUT*

INNOVATION BOOT CAMP

* Workout - A maximum intensity workshop
designed to pump up your
Innovation Instinct™

**“Different
isn’t always
better, but better is
ALWAYS different.”**

Marshall Thurber

Visit Our Website: www.InnovationBootCamp.com

INNOVATION

Explore The Institute for Effective Innovation

We help our clients become self sufficient with innovation by equipping them with time tested tools, the best resources, and expert coaching.

Our Boot Camp is designed for people in companies and organizations who want to be more innovative; to make a meaningful difference. Ideal for team leaders, or better still, entire teams.

Nine Ways This Innovation Boot Camp Will Help You Create Remarkable Customer Experiences.

You will learn:

- 1 Why you must cultivate your Innovation Instinct™ to succeed.
- 2 How to get everyone aligned towards the same AIM (action, ideas, method).
- 3 What will cause customers (both internal and external) to stampede to your door.

Contact us: info@InnovationBootCamp.com or 714-289-1233

Clients:

Pfizer
Dial • Nestle
Hewlett-Packard
Kraft Foods • Paine RR
Advanced Navigation
Positioning • Genentech
Bristol-Myers Squibb
City of Los Angeles
Glaxo SmithKline
VeriFone

Innovation Boot Camp Outline

Innovation rarely happens by accident. It occurs as a result of a concentrated focus on problems and challenges, and a fresh look at creating solutions that appear to be beyond the scope of existing answers. This intense two-day workout will position you and your team to uncover robust solutions that can be implemented faster. You will leave with a practical blueprint for action.

Full of hands-on interactive exercises designed to connect theory and practical application.

Understanding is the foundation before applying can be accomplished

- Discover the 4 different types of innovation.
- Uncover proven strategies to overcome obstacles to innovation.
- Learn how to plan for responsible risk-taking.

Part II The Innovator's Way to Cultivate The Innovation Instinct™

Develop the skills to generate ideas, build on them and implement them

- Your personal Innovation Instinct™ assessment.
- How to break the idea killer habit that stifles creativity.
- Learn how to challenge assumptions to uncover new potential.

BOOT CAMP

- 4 Powerful innovation process tools to ensure implementation.
- 5 To break down the barriers to fresh new ways of thinking.
- 6 The most effective techniques to analyze data to propel your innovations forward.
- 7 How to design and use evaluation and assessment tools for maximum impact.
- 8 How to sculpt ideas into masterpieces of innovation.
- 9 To identify critical metrics to get valuable feedback towards innovation.

Attend one of our scheduled Boot Camps or let us bring the Boot Camp to your organization and customize it to meet your specific needs.

Call 714-289-1233 to schedule an
INNOVATION BOOT CAMP

Visit the Boot Camp Website: www.InnovationBootCamp.com

Part III The Innovator's Way to Systems Thinking

Learning how to identify and optimize your systems

- Why systems thinking is a key component of innovation.
- How to develop a mutually understood aim.
- Tips to know when to act and when to allow your systems to prosper.

Part IV The Innovator's Way to Implementation

Your great ideas are worth nothing unless they are implemented

- Project management strategies that work.
- Understand ideas implemented = CHANGE to your system.
- How to take action and finish with finesse.

Key take-away

*Prepare a road map to
make your innovations happen*

Clients:

Aerovironment
Zenith Insurance
Koga Engineering
OSHA • Utility Trailer
Amersham Biosciences
AstraZeneca • Amway
NORDIC Construction
Mary Kay Cosmetics
Follow Your Heart
Baxter Healthcare
and others



Innovation: Future by Design

We equip our clients to get results:

- 1 Sold products and services on the Internet BEFORE it was the “thing to do”
- 2 Introduced a process that doubled sales within two years
- 3 Established a world record for altitude for an airplane
- 4 Equipped a global research team to gain measurable results in two days, where it normally took four weeks
- 5 Extended a company’s product line resulting in a major increase in sales
- 6 Reduced equipment set-up times from over twenty hours to under one hour

Our Expert Faculty Will Help You Secure Your Leadership Edge

David Markovitz is a recognized leader skilled at helping clients become high performance companies by helping them learn how to effectively manage complexity with limited resources. David has over twenty-five years of corporate leadership experience with Fortune 500 companies, including SmithKline Beckman and Ortho Diagnostics, a division of Johnson and Johnson. He is the author of several books, including *Becoming the Best: Making Optimization Happen*. He studied with Dr. W. Edwards Deming, and assisted Dr. Deming at several of his legendary seminars.

Karl Haushalter has over thirty years of professional experience in consulting, auditing, and management. Karl is the President of Optimization Works, a company dedicated to providing education and training, planning, coaching, and other consulting services to help organizations optimize their entire systems (become the best they can be). He had the privilege to study extensively with Dr. W. Edwards Deming and was Chairman of UCLA’s TQM Certificate Program Advisory Council. Karl is a Founding Member and Past-Chairman of the Los Angeles Deming User Group.

Lynda Curtin was inducted into the Innovator’s Club in January 2004 and continues to break new ground with her book, *The Innovation Instinct*. She is recognized as one of the most experienced Master Trainers of Edward de Bono’s thinking methods. Lynda’s clients appreciate her practical results-oriented business expertise. She delivered sales exceeding \$100 million, breaking all sales and profit records, in her role as Kenmore Product Manager for Sears. Lynda taps over twenty-five years of exceptional experience helping companies and people excel at a fundamental business basic—innovation.

Innovation Tool Kit

You will receive these on-the-job resources:

- 1 **The Innovation Boot Camp Resource Handbook**
Carefully designed to help you apply specific tools and techniques and to implement your blue print for action. It is packed with checklists, guides, charts and examples that will make this your single most valuable innovation resource.
- 2 A free monthly **e-zine subscription** to *Innovate Out Loud*
- 3 **The Innovator’s Way Pocket Guide**. Filled with practical tips and tools to keep you on track and moving forward to design your future.
- 4 David’s book, *Becoming the Best: A Blueprint for Business Success*
- 5 Karl and David’s booklet, *212 Optimization Tips*
- 6 Lynda’s book, *The Innovation Instinct™*
- 7 *LIFT Your Thinking* journal
- 8 Bonus select handouts and articles

Call us now for more information!

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