



## Leading for Creativity and Innovation

### Session Details

Faculty: Dr. Todd Dewett Date: Tuesday, September 11, 2018

Location: Springfield Country Club Sign In: 8:30 AM  
400 West Sproul Rd., Springfield, PA 19064

Phone: (610) 690-7600 Session: 9:00 AM - 4:00 PM

### Session Description

This high-energy session is designed to make creativity and innovation practical and accessible. Creativity and innovation are really about making positive change. Outside of new products and services, there are endless opportunities to change how we work every day in every area of the organization. In this seminar you will learn about leadership behaviors that support creativity and innovation, how to enhance your personal creativity, creativity tools, and how to embrace the role of learning and failure. Join Dr. Todd Dewett for this memorable day of discussion, activities, and breakthrough thinking sure to ignite your career.

### Biography

Dr. Dewett is one of the worlds most followed leadership personalities. He is an expert on authenticity, a best selling author at LinkedIn Learning and Lynda.com, a TEDx speaker, and an Inc. Magazine Top 100 leadership speaker. Todd is a former award-winning professor whose speaking clients include: ExxonMobil, General Electric, State Farm, and many more. He has been quoted widely, including the New York Times, BusinessWeek, TIME, and Forbes. After beginning his career with Andersen Consulting and Ernst & Young he completed his PhD in Organizational Behavior at Texas A&M University. He has since delivered over 1000 professional speeches and created a body of work that has motivated millions of professionals around the world.

### Guide to Participant Selection

Department	Admin	Distrub	Engr	Finc	H.R.	Legal	Mktng	IT	Or	Plng	Pchsg	R&D	Sales
<b>Senior Executive</b> (Pres. Exec & Sr VP)	3	3	3	3	3	3	3	3	3	3	3	3	3
<b>Executive</b> (VP & Gen'l Mgr)	2	2	2	2	2	2	2	2	2	2	2	2	2
<b>Senior Managers</b> (Div & Reg. Mgrs)	1	1	1	1	1	1	1	1	1	1	1	1	1
<b>Middle Managers</b> & Superintendents	1	1	1	1	1	1	1	1	1	1	1	1	1

### Time Allocation - Topics

## 20% DIFFERENTIATING CREATIVITY, INNOVATION, AND CHANGE

- Parsing the complementary definitions
- Understanding the creativity paradox
- Developing a real competitive advantage

## 20% LEADING TO SUPPORT CREATIVE THOUGHT

- Understanding the power of words (activity)
- Using incentives and goals
- Modeling the way towards creativity and innovation

## 20% ENHANCING YOUR PERSONAL CREATIVITY

- Revisiting the inner child (activity)
- Breaking unproductive routines
- Adoption creativity-enhancing behaviors

## 20% USING CREATIVITY TOOLS

- Understanding the cognitive reality of creativity
- Practicing several popular creativity tools (activity)

## 20% EMBRACING THE ROLE OF LEARNING AND FAILURE

- Admitting the vital role of failure (activity)
- Crafting a path towards rapid learning
- Publicly embracing your authentic human self

## Focus

### **Primary - Leadership Development**

Adaptability, Communication, Developmental Perspective, Interpersonal Relations

### **Secondary - Planning/Organizing**

Problem Identification, Analysis, Evaluating Alternative Solutions

### **Tertiary - Executing/Controlling/Evaluating**

Use of Authority, Delegation, Coordination

## Level

Introductory

Intermediate

Advanced

FOR REGISTRATIONS PLEASE CONTACT: **Joseph Campese**

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