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SPARK CREATIVITY AND INCREASE ENGAGEMENT WITH STORYTELLING
with Mitch Ditkoff
$375 (US) per person

**VIRTUAL SESSION (3-HOUR)**

# SPARK CREATIVITY AND INCREASE ENGAGEMENT WITH STORYTELLING

All business leaders worth their low-salt lunch, regardless of their industry, will agree on one thing that innovation a key driver of their companys success. What they dont agree on is how to ensure that innovation actually happens. After 27 years of providing innovation services to some the worlds most forward thinking organizations, Mitch Ditkoff has discovered the holy grail of moving the innovation needle. Storytelling. Yes, storytelling the skillful communication of personal narratives that change mindset, increase engagement, transfer knowledge, and spark commitment. Archimedes said that if he had a fulcrum, he could move the world. In the realm of innovation, storytelling is the fulcrum.

# MITCH DITKOFF

Mr. Mitch Ditkoff is the co-founder and President of Idea Champions, a highly acclaimed management consulting and training company, headquartered in Woodstock, NY. He specializes in helping forward thinking organizations go beyond business as usual, originate breakthrough products and services, and establish dynamic, sustainable cultures of innovation. Educated at Lafayette College and Brown University, Mr. Ditkoff has worked with a wide variety of Fortune 500 and mid-sized companies. He has been an adjunct faculty member for several esteemed leadership development programs, including GE`s Crotonville Management Development Center, Duke Corporate Education, Fuqua School of Business, University of New Mexico`s Anderson School of Management, and Bell Atlantic`s Marketing Institute.

In addition to his consulting work, Mr. Ditkoff is also an accomplished keynote speaker and large group workshop facilitator. In 2010, he was acknowledged as one of the "40 Hottest Business Speakers on the Association Circuit" in Association Meetings magazine. In 2010, he was voted as the #1 innovation blogger in the world. His widely read blog, The Heart of Innovation, is a daily destination for a global audience of movers and shakers. Additionally, he is the author of the award-winning book, Awake at the Wheel: Getting Your Great Idea Rolling (in an uphill world) and the innovation-sparking card deck and online app, Free the Genie.

# TOPICS COVERED

WHY STORYTELLING MATTERS IN BUSINESS
STORYTELLING AND THE TRANSMISSION OF TACIT KNOWLEDGE
ENVISIONING AND ARTICULATING WORKPLACE STORIES THAT MATTER
HOW TO COMMUNICATE STORIES THAT HAVE IMPACT ON THE JOB
HOW TO ESTABLISH A CULTURE OF STORYTELLING IN THE WORKPLACE
ACTION PLANNING AND NEXT STEPS

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -
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