



## HOW INNOVATIVE THINKING LEADS TO EXTRAORDINARY OUTCOMES

with Dr. Iris Firstenberg

Thursday, February 11, 2021

11 AM - 2 PM Eastern Time

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

# HOW INNOVATIVE THINKING LEADS TO EXTRAORDINARY OUTCOMES

● What innovative strategies help an organization anticipate and shape the future?  
 ● How do organizations operate on the edge of chaos with flexibility and speed?  
 ● Can we see the future, meaning, and meaning in the future?

Successful organizations operate on the edge of chaos and embrace risk, error, and ambiguity, while practicing strategies that reduce the need for doing, undoing, and redoing. You will learn key strategies and practical tools to give you the adaptive capacity to work creatively with change and uncertainty. Using examples from teams and organizations that have applied these tools, we will discuss how to tap the human potential for creative thinking, from the inception of ideas to their transformation into practical business strategies and innovations. Learn how effective leaders infuse all levels of the organization with the creative capacity to achieve extraordinary outcomes.

Participants will emerge with practical methods for increasing innovative possibilities, decreasing uncertainty, and maintaining a strategic advantage in a constantly changing competitive business world.

## DR. IRIS FIRSTENBERG

Dr. Iris Firstenberg is an Adjunct Professor of Psychology, UCLA and Adjunct Professor of Management at UCLA Anderson. She specializes in strategies for creative problem solving and innovative thinking. Dr. Firstenberg also conducts seminars on creativity and innovation for a wide cross-section of Fortune 500 organizations, including companies in aerospace, software, automotive, healthcare, entertainment, defense, telecommunications, energy, financial services, retail, and pharmaceuticals, as well as government agencies such as NASA. Her latest book, *Extraordinary Outcomes: Shaping an Otherwise Unpredictable Future* (John Wiley & Sons, 2014), provides a practical framework to help organizations navigate in a world of uncertainty. Dr. Firstenberg is the recipient of the 2002 UCLA Department of Psychology Faculty Distinguished Teaching Award and the 2011 UCLA Extension Distinguished Teaching Award.

# TOPICS COVERED

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## KEY LEADERSHIP ATTRIBUTES FOR FOSTERING CREATIVITY AND INNOVATION

INTERACTIVE, ENGAGING CLASS EXERCISE TO IDENTIFY KEY LEADERSHIP ATTRIBUTES FOR EXTRAORDINARY OUTCOMES

## BRINGING THE FUTURE TO THE PRESENT

REDUCE UNCERTAINTY AND INCREASE VALUE BY LEARNING TO VISIT THE FUTURE AND PARTNER WITH THE FUTURE

## BALANCING CHAOS AND ORDER

FOSTER DELIBERATE CHAOS TO RECOGNIZE EMERGING OPPORTUNITIES AND SHORTEN CYCLE TIME

## ADAPTIVE PLANNING

ATTRIBUTES SHARED BY AGILE ORGANIZATIONS THAT CAN RAPIDLY RESPOND TO THE UNFOLDING FUTURE IN A WORLD OF COMPLEXITY

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