



## INNOVATION IS EVERY LEADER'S JOB: STRATEGIES TO HELP YOUR TEAM ADAPT AND THRIVE

with Dr. Michael Brenner

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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One of the most common misconceptions around innovation is that it's reserved for product development, engineering, or IT personnel. Nothing could be further from the truth. Innovation-the continuous development and introduction of new, different, and better products and services that deliver customer value-is everyone's business.

Turning your team into an innovation 'dream team' isn't complicated. Only a few simple ingredients-including the right mindset, processes, plans, and environment-are required for incubating new ideas and launching new offerings successfully.

In this program, you'll learn exactly how to turn your team into an innovation 'dream team' no matter what type of work you do. Using real-life examples and case studies, you'll explore how your team can unleash creativity despite limitations and constraints, as well as how to discover and leverage new opportunities. Most importantly, you'll gain a fresh perspective on your team's potential and discover how focusing on innovation is essential for achieving outstanding results.

# DR. MICHAEL BRENNER

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Dr. Michael Brenner, founder and CEO of Right Chord Leadership LLC, is an international leadership consultant, executive coach, keynote speaker, and author. He has taught business and management courses at Penn State University, Temple University, La Salle University, and American University. Dr. Brenner earned a doctorate in adult learning and leadership from Columbia University and a master's degree in adult and organizational development from Temple University. Over a 20-year career, he has worked with a variety of well-known organizations including SAP, QVC, Children's Hospital of Philadelphia, Godiva, Boeing, and United Way. He has been a featured speaker at industry events and conferences around the world and has published several articles on leadership in prestigious journals. Dr. Brenner is also an accomplished saxophone player.

## TOPICS COVERED

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DEFINING THE TERRAIN: WHY IS INNOVATION SO IMPORTANT NOW?  
4 KEY COMPONENTS OF INNOVATION 'DREAM TEAMS' (AUDACITY,  
CURIOSITY, SIMPLICITY, SPONTANEITY)  
TAPPING UNEXPECTED SOURCES OF CREATIVITY  
BRAINSTORMING THE RIGHT WAY  
LEARNING FROM MISTAKES AND FAILURES (CREATING PSYCHOLOGICAL  
SAFETY)  
DON'T REINVENT THE WHEEL: RE-PURPOSING WHAT'S ALREADY WORKING  
FROM IDEA TO EXECUTION: THE POWER OF SMALL WINS

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