



HOW TO INNOVATE LIKE EDISON: THE FIVE STEP SYSTEM TO ACHIEVE BREAKTHROUGH SUCCESS
with Michael Gelb
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

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Success in our rapidly changing and complex business environment demands that we learn how to think creatively and foster innovation. What if you could call on one of history's greatest practical innovator, Thomas Edison, to be your personal mentor in solving problems, embracing change and improving results? In this fascinating workshop New York Times best-selling author Michael J. Gelb will teach you the key principles of 'genius thinking' and how to apply them to your most important organizational challenges. Discover Edison's five step system for success which includes adopting a solution-centered mindset, kaleidoscopic thinking, and mastermind collaboration. More than just a fascinating history lesson, this class will teach you how to improve results by leveraging the power of your own genius, and the genius of your team.

You will be guided to apply Edison's innovation approach to address your most important organizational challenges.

Bonus content! Key lessons from Michael J. Gelb's best-selling book How To Think Like Leonardo da Vinci will be covered in the complimentary follow up session to this class!

MICHAEL GELB

Michael J. Gelb is the New York Times best-selling author of 17 books including How to Think Like Leonardo Da Vinci: Seven Steps to Genius Every Day and Innovate Like Edison: The 5-Step System for Breakthrough Business Success. Gelb is the world's leading authority on the application of genius thinking to personal and organizational development and a pioneer in the fields of creative thinking, innovative leadership, and executive coaching. His clients include DuPont, Emerson, Genentech, KPMG, Merck, Microsoft, Nike, and YPO. Michael is a Senior Fellow at The Center for Humanistic Management and previously co-directed the acclaimed Leading Innovation Seminar at the University Of Virginia's Darden Graduate School of Business.

TOPICS COVERED

EDISON'S 5 COMPETENCIES OF INNOVATION

SOLUTION-CENTERED MINDSET - FOCUS ON FINDING SOLUTIONS TO PROBLEMS AND LEARNING FROM WHAT DIDNT WORK

KALEIDOSCOPIIC THINKING - OPEN YOUR MIND TO A BROAD AND EXPANSIVE RANGE OF POSSIBILITIES

FULL-SPECTRUM ENGAGEMENT - INCREASE YOUR ABILITY TO MANAGE COMPLEXITY

MASTERMIND COLLABORATION - ASSEMBLE A TEAM OF BRILLIANT PEOPLE FROM DIVERSE AND COMPLEMENTARY BACKGROUNDS

SUPER-VALUE CREATION - CREATE VALUE DRAMATICALLY SUPERIOR TO PAST PERFORMANCE AND COMPETITORS

FOR REGISTRATION PLEASE CONTACT: **Charles Good** - IMS Regional Director - Los-Angeles
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