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

VIRTUAL SESSION (3-HOUR)

# HOW TO INNOVATE LIKE EDISON: THE FIVE STEP SYSTEM TO ACHIEVE BREAKTHROUGH SUCCESS

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. Gelbs 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 Gelb is a pioneering practitioner and thought leader in the fields of creative thinking, executive coaching and conscious leadership. He is the author of 17 books including How to Think Like Leonardo Da Vinci, The Art of Connection and Mastering the Art of Public Speaking. Michaels books have been translated into 25 languages and have sold more than one million copies.

In 2003 Michael received a Batten Fellowship in Innovation from The University of Virginia and co-directed the acclaimed Leading Innovation Seminar at the Darden Graduate School of Business for more than 10 years. In 2020 he was invited to become a Senior Fellow of the Center for Humanistic Management at Fordham's Gabelli School of Business. Michael is also a master teacher of the Alexander Technique, aikido and qigong and a professional juggler who performed with the Rolling Stones.

# TOPICS COVERED

## EDISON'S 5 COMPETENCIES OF INNOVATION

- SOLUTION-CENTERED MINDSET - FOCUS ON FINDING SOLUTIONS TO PROBLEMS AND LEARNING FROM WHAT DIDN'T WORK
- KALEIDOSCOPIC 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: **Stacey Schroeder** - IMS Regional Director - Cleveland
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