



UNLEASHING BOTTOM UP INNOVATION &  
IMPROVEMENT IN YOUR ORGANIZATION  
with Dr. Alan Robinson  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## UNLEASHING BOTTOM UP INNOVATION & IMPROVEMENT IN YOUR ORGANIZATION

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80% of your organization's potential for improvement resides in the minds of your front-line employees. As a manager, how can you harness those ideas to improve efficiency and customer service, make more innovation happen, and improve the bottom-line? Dr. Alan Robinson has worked with or studied idea systems in over 450 organizations in 30 countries and will give you practical insights with real-world examples on how to build a unit or organization whose highly engaged front-line employees are constantly innovating and solving problems. There is a lot to learn, much of which is counterintuitive. Don't miss this important program that could be a game changer for you and your organization.

### DR. ALAN ROBINSON

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Alan Robinson, Ph.D. is the co-author of 10 books on performance and innovation, including his best-selling book *Ideas are Free*. He has advised more than 300 organization in twenty-five countries on improving their performance through front-line change efforts. Dr. Robinson's research has been written about in *The Wall Street Journal*, *The New York Times*, *The Economist*, *Business Week*, *Inc.*, *Fortune*, *Investor's Business Daily*, *Forbes*, *Entrepreneur*, *Harvard Management Update*, and *Fast Company*. Dr. Robinson is on the faculty of the Isenberg School of Management at the University of Massachusetts.

# TOPICS COVERED

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WHY MOST IMPROVEMENT AND INNOVATION IS BOTTOM-UP  
THE ASTONISHING POWER IN FRONT-LINE IDEAS  
HOW HIGH-PERFORMING IDEA PROCESSES WORK  
HOW TO SET UP AND LEAD A HIGH-PERFORMING IDEA PROCESS IN YOUR AREA  
HOW TO HOLD PEOPLE ACCOUNTABLE FOR IDEAS  
HOW TO HELP YOUR PEOPLE COME UP WITH MORE AND BETTER IDEAS

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