



## Bottom Line Innovation Associates, Inc.

We help organizations develop their core competency in innovation. This means approaching innovation as a *system* and not just a series of events. This workshop on the Leadership of Innovation is a key component. We offer training and certification in all of our workshops so you can run them using your trainers and facilitators.

Individual executive coaching is available, as well as disciplined processes to ensure that good ideas get implemented rapidly, reducing significantly the time to market. Our client list reads like the Fortune 100, including giants in chemicals, high tech, retailing, entertainment, financial services, travel, foods, and government..

### About This Workshop

Dr. Charles Prather, originator of the highly successful *Bottom Line Innovation*® workshop and Jack Johnson, O. D. consultant, drawing on their own extensive experience and that of others, have integrated the principles of innovation with the principles of O.D. to create this powerful and effective workshop.



### The Workshop Leaders

**Dr. Charles Prather** was the first manager of The DuPont Center for Creativity and Innovation, and helped design its offerings. He is a frequent keynote speaker and presenter at conferences, authored many articles, and his book, *Blueprints for Innovation*. Charlie earned his Ph.D. in biochemistry from North Carolina State University and he served DuPont for some 24 years, so brings a wealth of practical experience in leading innovation to his work.

**Dr. Richard Tait** brings his in-depth leadership experience at DuPont to this workshop. He served Dupont for 22 years as Laboratory Director, Operations Manager, and Internal Consultant. He was the first Innovation Manager in DuPont's Center for Creativity & Innovation and led their New Product Network. He implemented rapid cycle time development processes in numerous businesses - both inside and outside DuPont - and is a certified NPD Professional. Richard earned his Ph.D in solid-state physics from Cornell.

### Bottom Line Innovation Associates, Inc.

1704 Fox Grape Ln, Suite 312  
Annapolis, MD 21401  
800-220-9375  
Fax 410-571-9372

[www.bottomlineinnovation.com](http://www.bottomlineinnovation.com)

(C) 2004 Bottom Line Innovation Associates, Inc..  
"Bottom Line Innovation" is a Registered Trademark of

## Leadership

# Developing Leaders of Innovation™ for Top Line Growth

One-day workshop to help leaders become better leaders of Innovation



800-220-9375

[www.bottomlineinnovation.com](http://www.bottomlineinnovation.com)

## The Opportunity

Leaders recognize that organizations must become more innovative in every aspect of business to meet stretch goals. Companies must develop a *self-sustaining core competency for innovation* to make that happen, and strong leadership of Innovation at all levels is required.

*"We have good ideas in my group but our boss is like the cotton in the aspirin bottle blocking the aspirin. How can we get the cotton out of the aspirin bottle?"*

...employee in a midwest professional services firm

*Developing Leaders of Innovation<sup>tm</sup>* will teach leaders how to lead their organizations to be more innovative. This workshop is more about **leading the work** of innovation and less about **doing the work** of innovation. It is about inspiring and enabling the doers, making "the cotton in the aspirin bottle" syndrome a non-issue in your organization. It is about developing a self-sustaining culture of Innovation so that it becomes one of your core competencies.

## The Learning Strategy

Leaders will want to first experience the 1-day "Foundations of Creative Thinking" workshop during which they will learn what the "doers" of innovation will learn: problem definition, tools for creative thinking, and problem solving style.

1. Is Innovation necessary for your business growth and success?
2. Do you expect leadership team members to strongly support and personally lead Innovation?
3. Wouldn't it be worth a day of their time to learn how?

This workshop builds on the "Foundations of Creative Thinking" workshop by examining the unique responsibilities that leaders must accept if innovation is to thrive under their leadership. Leaders will learn the four arenas of leading innovation: *1-Ensuring alignment, 2-Setting environment, 3-Leading change, and 4-Sustaining innovation*. Leaders will create specific actions in each arena which will become part of their individual development plans. Leaders will discover their own preferred style of leading change to help them decide which roles in the innovation

process they are most likely to find their greatest contribution. Each participant will create their own development plan which they capture in their 102- page course workbook. Each person will choose a learning partner from among the class participants to whom they will hold themselves accountable for executing their plan.

## Who Should Participate?

Leaders who have direct reports, and informal leaders who want to improve their skill and effectiveness at leading others to be more innovative.

## Private Venue

We bring this workshop to you at your location, minimizing your travel expense. The greatest benefit is realized when leadership teams participate, promoting accountability for progress, and facilitating support and learning from each other. While there is no minimum number of participants, 8-10 work well, with a maximum of 25 per workshop.

**800-220-9375**

[www.bottomlineinnovation.com](http://www.bottomlineinnovation.com)