



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. We offer workshops in the areas of **Education, Application, and Leadership**, and we offer training and certification in all of our workshops for your internal trainers and facilitators.

We offer individual executive coaching, 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 others areas.

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. and executive coaching 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*, sold 80000+ copies. Dr. Prather earned his Ph.D. in biochemistry from N.C. State University and was a Research Chemist and R&D Manager at DuPont for some 24 years, so brings a wealth of practical experience to his work.

Mr. Jack Johnson is Senior Organization Development Consultant and Executive Coach at The American Red Cross. He is a registered architect and early in his career he designed and built buildings. He now designs and builds effective organizations. He holds numerous certifications including the Certificate of Organizational Innovation, and Postgraduate Certificates in O.D. and Executive Coaching from Georgetown University. He is certified by the International Coach Federation.

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Leadership

Developing Leaders of Innovation™ for Bottom Line Results

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



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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 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, 2002.

Developing Leaders of Innovation™ 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

During the first day, leaders will learn the basics of problem definition, creative thinking, problem-solving style, and the environment. This is vitally important learning because it grounds leaders in the principles, setting the stage for them to lead those who will do the innovating.

1. Do you view Innovation as necessary for business success?
2. Do you expect leaders at every level to lead and support Innovation?
3. Would it be worth two days to learn how?

The second day is tightly focused on the unique roles and responsibilities that leaders must adopt as their own if Innovation is to thrive. In highly interactive sessions, leaders will learn their four responsibilities in leading innovation: *1-Ensuring alignment, 2-Setting environment, 3-Leading change, and 4-Sustaining innovation*. Leaders will learn the basics of coaching for innovation, and will learn how to help their people remove barriers to Innovation. Participants will discover their own preferred style of

leading change so they can decide what adjustments they want to make in their own leadership practices to be even more effective. Each participant will create their own development plan which they capture in their 70+ page course workbook. Each person will choose a learning partner from among the class with whom they will audit their plans after the workshop.

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 about 20 per workshop.

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