

Tactics of Innovation how to get buy-in for new ideas

an ONLINE professional development class at the Global Dialogue Center



EXECUTIVE INSTRUCTORS



Joel Barker Futurist, filmmaker, and author of NY Times bestselling book, *PARADIGMS: The Business of Discovering the Future*. Joel is well known for popularizing the concept of “paradigm shift” in business. Founder, INFINITY LTD., Inc. Learn more at the Joel Barker COLLECTION at the Global Dialogue Center: globaldialoguecenter.com/joelbarker and starthrower.com



Debbe Kennedy Founder, president, and CEO of the Global Dialogue Center and Leadership Solutions Companies, an award winning enterprise, specializing in custom leadership, organizational, and virtual communications solutions. She is the author of *Putting Our Differences to Work: The Fastest Way to Innovation, Leadership, High Performance*. **2010 Axiom Business Book Award winner**. Learn more: puttingourdifferencetowork.com globaldialoguecenter.com

NEXT CLASS:

Thursday, September 16, 2010 - 2-Hour Professional Development Webinar

90 Minute Live Presentation

30 Minute Group Exchange follows the webinar, for questions and exploration of ideas.

Webinar start time: 1:00 p.m. EST, 12:00 p.m. CST, and 10:00 a.m. PST

During this professional development ONLINE Learning Program, you will...

- **Pinpoint** why people are resistant to new ideas, and how to remove the barriers that lead to understanding, acceptance, sponsorship and ownership.
- **Identify** 10 tactics and supporting action strategies essential to engage sponsors, partners, and customers; test your own idea against the tactics to see how well you intuited the rules.
- **Explore** 3 critical success points essential to gain acceptance, as well as common mistakes to avoid.
- **Learn** about two parallel paths that lead to broad-based acceptance of new ideas.

WHO NEEDS IT?:

Anyone who is introducing NEW IDEAS, like: new products, programs, or services; new strategies or change initiatives; new policies or practices – or a reinvented YOU

TUITION INCLUDES: 2-Hour Professional Development Webinar

- 90-minute *live*, interactive, professional development Online Learning Program plus a 30-minute *Group Exchange* with executive instructors, Joel Barker and Debbe Kennedy
- Session handouts and take-aways including a checklist and keypoints overview.
- List of supporting resources to extend your learning experience
- Toll-free conferencing for US (+ Canada and Mexico, depending on carrier) or International Toll or free VoIP Computer Audio available for PC users
- Post-session access to recorded highlights to reinforce learning

TUITION:

Special for Government: \$99 (USD), per person

TO REGISTER: email Eilene at eilene@starthrower.com. Please include your contact information: name, organization, phone number and email address.

OUR PROMISE TO YOU:

If for any reason you are not satisfied with this learning program, we will refund your tuition.