

Strategic Management Sundowner with Sebastian Salicru Innovation as a Strategic Weapon

Creative thinking and innovation are no longer considered the domain of the artist or research departments. Innovation is the source of strategic renewal and competitive advantage.

Managing innovation requires a systematic approach which examines the potential for innovation in every aspect of your business. Gaining a strategic advantage through innovation goes far beyond product innovation. It extends through your business processes and the underlying systems and structures within your organisation.

The **Business Creativity and Innovation Framework** is a practical guide to assist organisations become more innovative. Its fundamentals are simple yet powerfully effective for implementing and maintaining an organisational culture of innovation.

In this seminar you will then learn a simple approach to successfully identify the important steps to become a truly innovative organisation.

Sebastian Salicru Sundowner

date: 13th June 2006
time: 5.30 – 7.30pm
venue: AIM leadership centre
 76 Birkdale Street
 Floreat 6014
fee: \$25 professional members
 \$65 affiliate members
 \$50 associate graduate
 (inclusive of gst)

registration form

Yes, I would like to book ___ seat(s) at the Professional Member Rate Affiliate Member Rate

Name _____ Name _____

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The primary purpose of collecting the personal information you supply on this form is to process your registration. We will also use these details to keep you informed of upcoming events and will not disclose your information to a third party.

Book and pay online at www.aimwa.com

Please make cheques payable to AIM. If cancellation is received less than 2 working days prior to the event, full costs will be charged. Receipt issued only on request.

This document will be a tax invoice for GST when you make payment.

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