

INNOVATION

What if you and your team created solutions more effectively ... and made them happen?

Innovation is very much flavour of the month, but just talking about innovation does not lead to real innovation. Innovation calls for breakthrough thinking - a blend of insight, imagination, analysis and action.

Do you know?

- What is stopping your innovation efforts?
- What is supporting them?

This seminar will introduce you to a process for building more innovative teams and organisations. It will present a methodology that has undergone more than 50 years of research - a multilevel framework that generates, evaluates, develops, refines and implements successful approaches to opportunities, and solutions to problems. This process is flexible and all-purpose, thus allowing for change at all levels of your organisation.

FOURSIGHT

During this seminar you will have the opportunity to assess your personal innovative thinking style by using **FOURSIGHT** - the breakthrough thinking profile. This will reveal how your thinking preferences may be influencing your effectiveness, relationships and bottom-line results. **FOURSIGHT** is a field-tested, well-researched and validated assessment instrument that offers individuals, groups and organisations a simple, striking profile of exactly where they excel and break down in the four distinct phases of the innovation process.



Meet the faces of innovation

Clarifiers

- ★ Enjoys exploring challenges and opportunities
- ★ Likes to examine the details
- ★ Wants a clear understanding of the issue
- ★ Prefers a methodical approach to solving problems
- ★ May suffer from "analysis paralysis"



Developers

- ★ Enjoys putting together workable solutions
- ★ Likes to examine the pluses and minuses of an idea
- ★ Enjoys analysing potential solutions
- ★ Enjoys planning the steps to implement an idea
- ★ May get stuck in developing the perfect solution



Ideators

- ★ Likes to look at the big picture
- ★ Enjoys toying with ideas and possibilities
- ★ Enjoys thinking in more global and abstract terms
- ★ Takes an intuitive approach to innovation
- ★ May overlook details



Implementers

- ★ Likes to see things happen
- ★ Enjoys seeing ideas come to fruition
- ★ Likes to focus on 'workable' ideas and solutions
- ★ Takes the Nike approach to innovation (i.e. "Just Do It!")
- ★ May leap to action too quickly



- What are your team members' preferences?
- In their innovation efforts, are they working in synergy or pulling in different directions?

Who should attend this seminar

- ★ Business owners
- ★ Senior managers
- ★ Product/service developers
- ★ Human Resources personnel
- ★ Change agents / consultants
- ★ Anyone seriously interested in innovation

Why you should attend

- ★ Innovation dominates the corporate cultures of today's most successful organisations.
- ★ In times of heightened change, innovative and productive approaches to all aspects of work are required.
- ★ Breakthrough thinking skills essential in innovation have strategic importance because they affect every facet of product or service design, development, promotion and delivery.

What you will learn by attending this seminar

- ★ What innovation really is and is not.
- ★ How your individual thinking style fits the innovation process.
- ★ The mental skills that underpin the innovation process.
- ★ What the critical organisational factors are that foster innovation.

You will also learn how to:

- ★ Implement a cutting-edge innovation process that really works.
- ★ Train for high performance innovation.
- ★ Build teams that get results.
- ★ Break barriers to collaboration.

Discover

- ★ Your team's strengths and blind spots.
- ★ The secrets of breakthrough thinking.
- ★ Answers that will drive bottom-line results.
- ★ Ways to generate new and higher quality ideas and find innovative ways to implement them.

Presenter

Sebastian Salicru is currently conducting innovation research through the International Center for Studies in Creativity in Buffalo, State University of New York. He is a Registered Psychologist, Principal Founding Member of the Association of Business Psychologists and Nationally Accredited Workplace Trainer.



Seminar Details

When	Wednesday 2 July, 2003 (8:30AM to 4:30PM)
Venue	Hyatt Regency 99 Adelaide Terrace, Perth
Investment	\$650 per participant (includes 10% GST, workbook, FOURSIGHT profile, lunch, refreshments and parking) Registration desk opens at 8am

Registrations

Register on-line at www.pts.net.au or by posting or faxing the accompanying Registration Form.

Registrations must be received by

Friday, 20 June 2003.

Major credit cards accepted.



FOURSIGHT™



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