

# 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

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

## Registrations

Register on-line at [www.pts.net.au](http://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.



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