

# Leading Innovation

**GrowthWorks Inc.**

Facilitation | Strategic Planning |  
Innovation & Change Management |  
Executive Coaching | Team Building

## **LEADING INNOVATION -THE EXECUTIVE WORKSHOP - GrowthWorks Inc.**

*For Leaders Who Believe People Are an Organization's Greatest Asset...*

*and Are Committed to Leading in Ways that Engage Them in Meaningful Work*

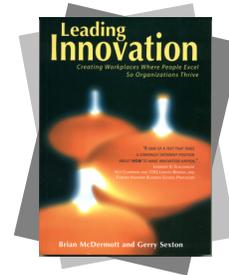
Created and Facilitated

by the Authors of **Leading Innovation**—

**Creating Workplaces Where People Excel**

**So Organizations Thrive**

A book Ken Blanchard calls “brilliant work”



Creating a culture of innovation hinges on the ability of leaders to fully apply their own talents, skills, expertise and energy—and their ability to engage the people they lead to do the same.

The Leading Innovation Executive Workshop helps leaders inspire teams to new, creative, effective methods for achieving strategic business objectives. It helps create a mindset and provide tools to get more ideas from more people to help organizations change, improve, and innovate.

### **Leading Innovation -The Executive Workshop:**

- Includes individual and organizational innovation assessments.
- Teaches methods for identifying and accelerating change and innovation.
- Examines the role of leaders in facilitating commitment to workplace change.
- Provides leadership insights and tools on how to promote the organizational conditions for innovation to flourish.
- Builds understanding and commitment to the need for continuous change, improvement, and innovation to achieve operational goals.
- Focuses on techniques for nurturing competitive advantage that can be provided only by inspired, motivated people.
- Offers new ways to help teams think and brainstorm *in and out* of the box.
- **Includes individual action planning**

### **LOOP Leadership-The Foundation for Fostering Innovation and Creativity:**

GrowthWorks LOOP Leadership Model provides a four-element framework leaders can use for fostering an environment of innovation and creativity. **Leading Innovation-The Executive Workshop** offers an introduction to this framework, as well as practice with some of the primary tools. It also provides an opportunity for leaders to apply the principles to generate real-time ideas and action plans for using the LOOP Leadership concepts to improve individual, team, and organization performance.

The LOOP Leadership approach is based on acknowledging and valuing the wisdom the people in an organization bring to their work. LOOP Leadership is about involving and engaging people in ways that encourage them to participate energetically in generating ideas and commitments related to specific challenges and opportunities.

## The four element of the LOOP Leadership Model are:

**Linkage** | This element focuses on creating clarity and alignment about goals and roles, and engendering a deep sense of ownership and commitment for dealing with opportunities and challenges and achieving their agreed-upon objectives.

**Obstacles** | This element focuses on Identifying what's getting in the way of achieving critical leadership and business objectives, a critical starting point for any effort to promote change or innovation.

**Opportunities** | This element focuses on what it takes to generate ideas for creative and practical change, improvement, and innovation, and the steps leaders can take to create a willingness to challenge current assumptions and practices and for learning and implementing new ways of doing business.

**Plans** | This element focuses on the work of building personal and team action plans, and locking in commitments and accountability for implementing strategies and ideas for innovations, change, and improvement.

## ABOUT THE CREATORS OF LEADING INNOVATION-THE EXECUTIVE WORKSHOP



**Brian McDermott and Gerry Sexton are GrowthWorks Inc.** They are co-authors of *Leading Innovation – Creating Workplaces Where People Excel So Organizations Thrive* – a how-to book for leaders who believe the best way to succeed is to find ways to fully engage the people they lead. A book Ken Blanchard called “brilliant work.”

They bring a unique mix of experience and approach to their work. They facilitate, train and consult based on the conviction people – most people, at least – come to their jobs with good intentions and a wealth of wisdom, creativity, and passion that's just waiting to be tapped.

**Brian's background** is in journalism. He has worked for newspapers, magazines, in corporate communications, and for one of the leading U.S. publishers in the training, human resources and management areas. He also co-authored *Time Out for Leaders: Daily inspiration for Maximum Impact* and was the lead writer on the books *Versatile Selling: Adapting Your Style So Customers Say ‘Yes,’* and *The Social Styles Handbook: Find Your Comfort Zone and Make People Feel Comfortable with You.*

**Gerry's background** is in aeronautics – and medicine. He earned an aeronautical degree and a commercial pilot's license from the University of North Dakota. Then he earned his second degree – his Doctorate of Medicine – at the University of Texas in San Antonio. Before GrowthWorks, he spent five years at the Calhoun Beach Club, where he first ran the health fitness center and later was the General Manager for the entire facility, leading a team of more than 200 employees.

**They have worked throughout the U.S. and internationally**, with organizations such as ADC, Ameriprise, SuperValu, Coca Cola, US Bank, Medtronic, Aon Affinity, the Universities of Minnesota, Kentucky and Wisconsin, Mayo Clinic, RBC Dain, Sons of Norway, Givens Foundation for African American Literature, Meeting Professionals International, YMCA of the USA, Seward Co-op, Bloomington Convention and Visitors Bureau, Schwan Food Company, BI Worldwide, National Cooperative Grocers Association, the State of Minnesota, American Lung Association of Virginia, Nonprofit Alliance of Northeast Connecticut, and many others...

**Brian and Gerry have an interactive, high-energy approach that involves and engages people strategically, intellectually, creatively... and is fun.**

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### **ONE-DAY AGENDA**

- **Mess with Success** | A discussion focused on connecting previous learning and experience, and on the role of “building on what works/using appreciative inquiry to get to the next level of success” in creating an environment of innovation.
- **The Power of Choice** | An energizer activity that demonstrates the importance of mindset when it comes to capitalizing on creativity and innovation, and helps set the expectations and opportunities for interaction in this workshop.
- **Force Field Analysis** | Introduction of a fundamental tool for creating engagement and ownership, and practice with this tool to explore why innovation is critical for this group of leaders.
- **LOOP Leadership™** | Introduction to GrowthWorks LOOP Leadership Model as a four-piece framework for creating workplace that foster innovation.
- **Crank Up Your Creativity: Barriers and Opportunities for Better Brainstorming and Idea Generation** | A personal creativity “test,” fundamental techniques for encouraging a more open-minded approach to problem solving, and a small-group “lateral thinking” activity to practice innovative thinking techniques.
- **Practical and Creative Applications for LOOP Leadership** | Introduction to an organizational innovation assessment tool, and a brainstorming/best practice-sharing process that will generate dozens of ideas about how the leaders in this group can: **(1)** Create greater clarity, ownership, and commitment about the roles they and the people they lead must play to implement innovative ideas. **(2)** Identify obstacles inhibiting creativity and innovation in their operations. **(3)** Generate ideas within their teams about how to change, innovate, and improve in order to address their most pressing business objectives. **(4)** Prioritize issues and create action plans to help their teams implement ideas for change, innovation, and improvement
- **Personal Action Planning** | An individual innovation assessment, and a personal and peer-coaching process for creating individual strategies for implementing applicable ideas for creating innovative workplaces.