

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

an ONLINE professional development class at the Global Dialogue Center



NEXT CLASS:

Thursday, June 2, 2011 – 2-Hour Professional Development Webinar

90-Minute Live Presentation with 30-minute *Group Exchange* following

1:00 pm - 2:30 pm ET (Eastern Time - New York) 10:00 am - 11:30 am PT (Pacific Time - Los Angeles)

Learn more and register: www.howtogetbuyinfornewideas.com

PROGRAM OVERVIEW:

Why do smart people say *no* to good ideas?

Joel Barker and Debbe Kennedy have asked leaders and innovators in the United States and over a dozen countries the following question to see what they are experiencing: What are your TOP challenges in introducing new thinking and new ideas in your organization or with customers?

Over 2500 people told us...

- 84% named *resistance to change* in all its forms as their top challenge.
(e.g., invested in status quo, cynicism to anything new and different, knowledge and know-how to deal with it)
- By late 2010, an upward trend developed; 95% reported *resistance to change* as their TOP challenge.
- 50% also reported *BREAKING through the noise* to find and connect with customers on the rise.

With these realities, it became clear that effectively introducing *new* ideas and *new* thinking is a **critical skill** for every leader, aspiring leader, or innovator today. **Why?** Because your **great ideas** are only valuable when they are presented, accepted, and implemented. They are otherwise irrelevant. **Tactics of Innovation: How to Get Buy-In for NEW IDEAS** is an ONLINE professional development class that gives you specific strategies and supporting tools to transcend these challenges, helping you improve your effectiveness as a leader.

WHO NEEDS IT?

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

WHAT'S IN IT FOR YOU?

- **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 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 approaches* to apply tactics to gain acceptance, as well as common mistakes to avoid.
- **Learn** about two parallel paths that lead to broad-based acceptance of new ideas.

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 supporting resources, including a checklist and keypoints overview.
- Toll-free conferencing for US (+ Canada and Mexico, depending on carrier) or International Toll or free VoIP Computer Audio available for PC users

TUITION:

\$290.00 Individual participant registration | **EARLY BIRD** Rates from \$99 to \$195

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OUR PROMISE TO YOU:

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

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