

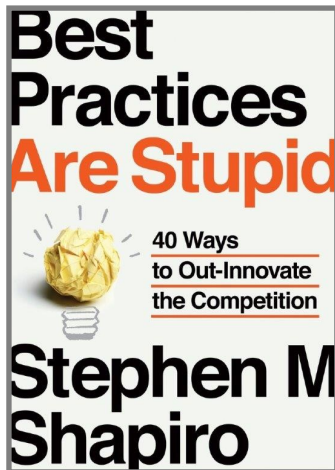


# LEADERSHIP USA™

## FEATURED FACULTY

**AVAILABLE MONTHLY MEMBERSHIP SEMINAR**

### **Innovate the Way You Innovate: Creating a Pervasive Culture of Innovation**



Well-intentioned leaders, in their attempts to boost innovation, are inadvertently destroying it. What if “thinking outside the box” actually kills innovation? What if failure is not a necessary component of innovation? It’s time to innovate the way you innovate. During this customizable and interactive session, you will discover that innovation isn’t just about generating occasional new ideas; it’s about staying consistently one step ahead of the competition. You’ll discover why you don’t want to innovate everywhere, why asking for ideas is a bad idea, and why expertise is the enemy of innovation. These pragmatic approaches have increased innovation ROI tenfold or more.

#### **Stephen Shapiro, CSP, CPAE**

For over 20 years, Stephen Shapiro has presented his provocative strategies on innovation to audiences in 50 countries. During his 15-year tenure with the consulting firm Accenture, he led a 20,000-person innovation practice. He is the author of five books, including “Best Practices Are Stupid,” which was named the best innovation book of 2011. His Personality Poker® system has been used around the world to create high-performing innovation teams. In 2015 he was inducted into the Speaker Hall of Fame.



**Three Main Core Competencies**  
**Creativity/Innovation, Culture, Teamwork**

**This course is appropriate for:**  
**C-Suite, Senior Executive, VP, Directors, Managers, High Potentials**

**Learning Library assets included:**  
**Video**

**For more information or to register, visit [www.LeadershipUSA.biz](http://www.LeadershipUSA.biz) or call 303-471-7401**