

Proven Paths to Innovation

What do Managers Discover?

“Norwell’s *Innovation Event* enables modern innovators and leaders of innovation to learn from the insights and inspiration of Thomas Edison.”

--Paul Israel
Director,
Edison Papers,
Rutgers University



The Sky is the Limit When a Company Embraces Innovation

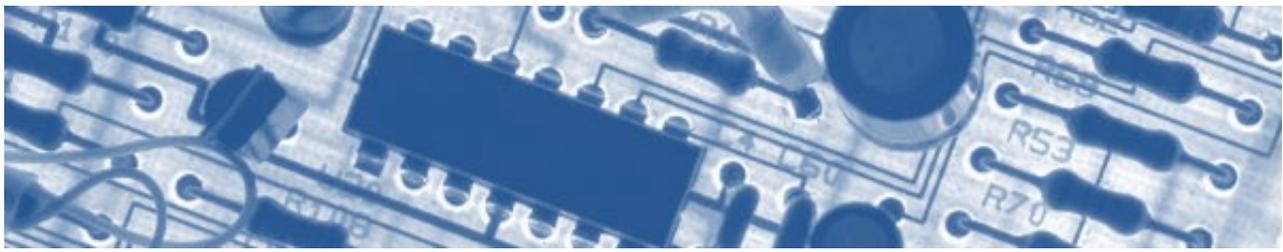


“It is clear to me that the power of Immersion Learning methodology and the principles embedded in Norwell’s Innovation Event will have measurable impact upon our people and our organization for a long time. I highly recommend this event to all leaders who want to guide their people toward lasting and beneficial change.
Former President,
HTIG

One group created an innovation to improve employee retention. As is the case with many innovations, this one is simple, inexpensive and easy to implement. The impact will be widespread within the company and help create a more open, friendlier environment. As this occurs, many typical employee concerns will be addressed in positive ways. To lose one employee is expensive. With this new approach, retention will improve significantly creating a high probability of saving millions over time. Also, the process of creating an innovation taught individual and team innovation skills to the group.

Another group designed a revolutionary, intra-company social media format similar to LinkedIn. Soon, this will become a social and professional intranet for the organization. It will reduce significant wasted time spent searching for answers or searching for individuals with special skills, ideas, insights and needed information. This will open opportunities for cross-company collaboration in far less time than traditional methods. It basically connects all employees in an easy to access network. This collaborative approach is designed to encourage product and process innovation. The benefits to the company will be significant.

“...knowing that our company values innovation enough to hold and invest in these seminars has strengthened my determination to be more innovative.” -A Recent Participant



Proven Paths to Innovation—



Investment: TBA

Price includes a one-day workshop for a maximum of 25 people.

Each participant takes an *Innovation Assessment* and receives a personal evaluation at the workshop.

From the assessment, each participant receives a 70-page, customized workbook which provides insight into their personal innovation strengths as well as directions and actions to take to become more innovative.

Two, 2-hour mandatory follow-up sessions help create actual, company specific innovation plans.

Where Did the Content for This Workshop Come From?

Extensive research into the innovation practices of more than 130 successful innovators is the foundation of this workshop.

The innovation methods of Thomas Edison, the most successful innovator of all time, are an important part of these discussions.



Who Should Take Proven Paths to Innovation?

Any organization that needs new and innovative products or business practices will benefit from this workshop.

Leaders heading up key business units who want to understand ways of being an innovative leader and creating a culture of innovation will find excellent value in the *Proven Paths Workshop*.

Participants could also be hand-picked teams of current or prospective innovators tasked with specific projects the company wants to develop.

And many others—



What Else Happens? One participant, a department manager, learned from her assessment report that she needed to improve her focus on “creating an innovative culture.” She described herself as a micro-manager who could always find reasons to say no to new ideas of others. Over a period of time, she is learning to back off and listen. She is already seeing a more open atmosphere within her team. She is the first to admit that such an endeavor will take time, but she feels like she is making good, steady progress. Who can put a real value on such change? But, in time, there will be data to help determine the value.