



# Generating Momentum for Innovation

## 1 Week Experience

More often than not, innovations fail before gaining traction in an organization. Or, a brilliant innovation gets whittled down to a smoothed-over derivative that makes everyone comfortable yet serves no one. To drive value-creating innovations, leaders need to garner buy-in and produce results.

This one-week experience, featuring business transformation expert Martin Lindstrom, cultivates the skills leaders need to propel their organization toward a more innovative culture. Participants will leave with the tools to devise a proof of concept and use that to turn ideas into validated business opportunities.

## Key Learnings

- Assessing the strength of your organization's "immune system" reaction to change
- Aligning innovation with the needs of stakeholders to earn buy-in
- Leveraging team resources by assembling a 90-day initiative working group

## Assignment Details

- Assess the viability of an innovative idea
- Identify and recruit your innovation team
- Craft an elevator pitch and plan a "90-Day Intervention"

**Estimated Time Commitment: 2.5–3 hours**

Expert Video Lectures: 30 Minutes

Create Action Plan: 75–90 Minutes

Interactive Activities: 45–60 Minutes

## Featured Leadership Expert: Martin Lindstrom



MARTIN  
LINDSTROM

Martin Lindstrom is the founder and chairman of the Lindstrom Company, the world's leading brand & culture transformation group, operating across more than 30 countries. TIME Magazine named Lindstrom one of the "World's 100 Most Influential People". And since 2015, Thinkers50 has named him one of the world's top 50 business thinkers. Lindstrom is the author of 8 New York Times best-selling books. His latest, *The Ministry of Common Sense*, offers a humorous yet practical guide to ridding ourselves—and our companies—of bureaucratic bottlenecks and red tape.