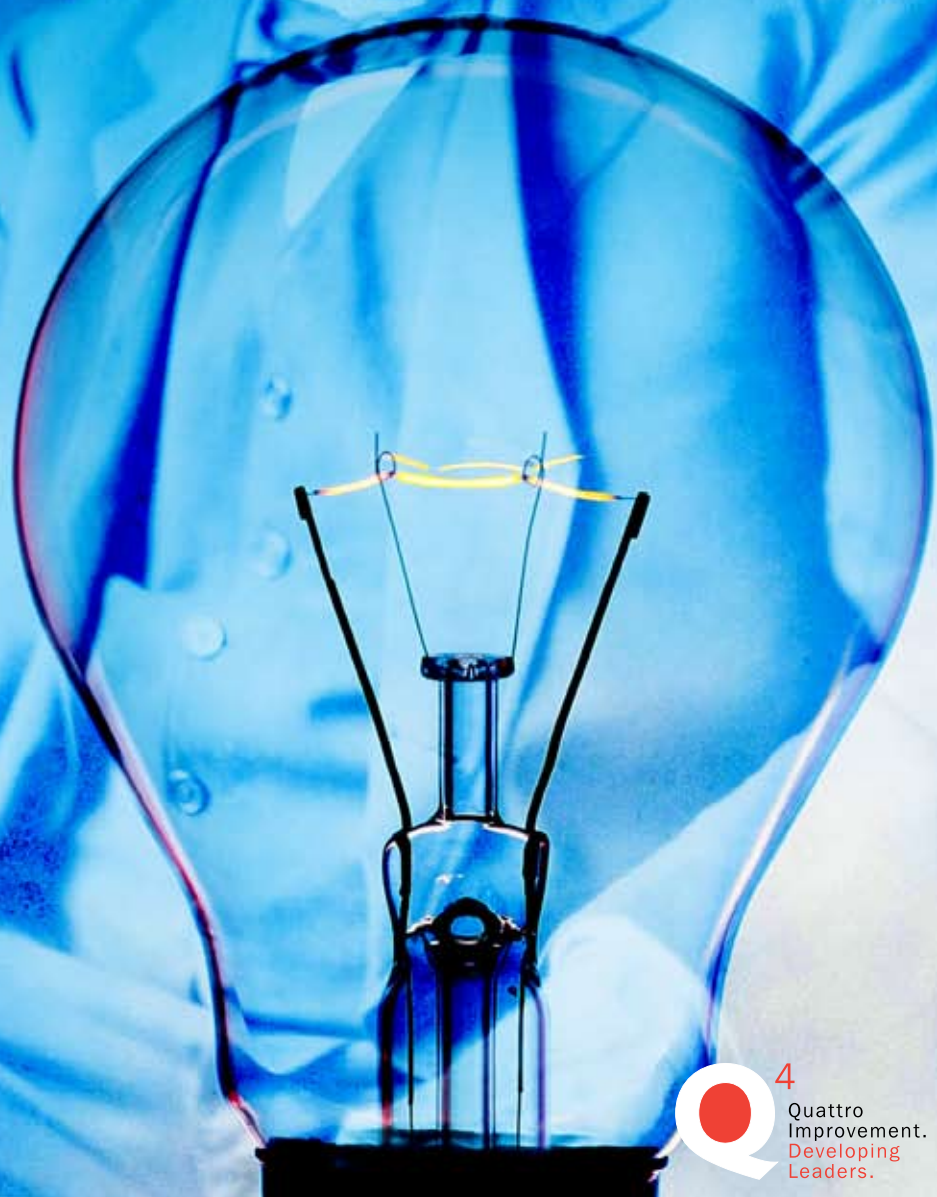


INNOVATE LIKE EDISON

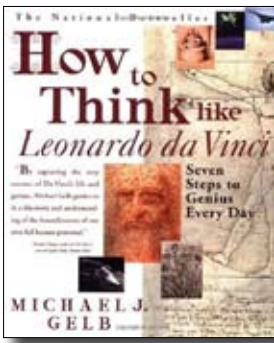
THE 5-STEP SYSTEM
FOR BREAKTHROUGH
BUSINESS SUCCESS



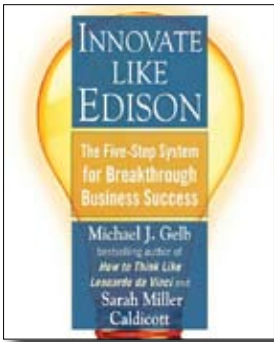
A ONE DAY SEMINAR ON JUNE 14, 2011 AT THE AMERICAN CLUB, SYDNEY WITH MICHAEL GELB, from the USA, internationally renowned speaker on innovation and creativity and NY Times bestselling author. Don't miss his only Sydney appearance.

Would you like your organisation or team to be more innovative? This seminar will expand your personal innovation literacy and teach you how to foster a culture of innovation. You will learn the best practices of Thomas Edison, one of the greatest innovators of all time, and how to apply them. Beyond his invention of the phonograph, motion pictures and a system to light the world, Edison invented the rigorous, disciplined process of innovation.

Register now at <http://innovateliikedison.eventbrite.com/> or call 02 8005 6380



MICHAEL GELB is a renowned speaker on innovation and creativity and a best selling author of twelve books, including *How to Think Like Leonardo Da Vinci* and *Innovate Like Edison*. Based in the USA, Gelb co-directs the acclaimed Leading Innovation Seminar at University of Virginia's Darden Graduate School of Business. He brings 30 years of experience as a professional speaker and consultant to his international clientele including DuPont, Merck, Microsoft and Nike.



This seminar is a unique opportunity to learn from Michael in the small group setting of The American Club, before he heads to Queensland to speak to a group of 1,000+ at a conference.

“Every organisation, not just business, needs one core competence: innovation.”

PETER DRUCKER

PARTICIPANTS WILL LEARN HOW TO APPLY EDISON'S FIVE COMPETENCIES OF INNOVATION™

1 SOLUTION-CENTERED MINDSET:

Edison truly believed his success was inevitable. He “aligned his goals with his passions and cultivated a powerful sense of optimism that had a magnetic, positive effect on his co-workers, investors, customers and ultimately the entire nation.”

2 KALEIDOSCOPIC THINKING:

Edison could work on multiple projects at once and consider each one from many different angles. He was constantly brainstorming new ideas, which he jotted down in a notebook.

3 FULL-SPECTRUM ENGAGEMENT:

Edison balanced the polarities work and play, solitude and collaboration, concentration and relaxation to fully engage in all his work.

4 MASTER-MIND COLLABORATION:

This idea was coined nearly a century ago by Napoleon Hill who believed that “when people come together under the right circumstances, they can multiply their individual brainpower in an expanding framework of positive, creative energy.” Edison was a master networker and recruited people who would positively contribute to his organisation’s “collaborative chemistry.”

5 SUPER-VALUE CREATION:

Edison anticipated trends and spotted gaps in the marketplace. And then determined how his company could fill these openings. Super-value suggests “creating value above and beyond your competitors.”

“Michael’s programs are for business executives/leaders who truly want to leverage the creative and innovative talent in their department, division or company to improve productivity and employee retention.”

LIZ FAISON

PROJECT DIRECTOR, MERCK

WHO SHOULD ATTEND

Executives, leaders, high potentials in all disciplines as well as professionals working in creative roles or on innovation teams.

VENUE

The American Club Sydney
Level 14, 131 Macquarie Street, Sydney

WHEN

Tuesday 14th June 2011

TIME

8am registration, 9am–4pm class

COST

\$795 per person
\$745 group rate for 6+
Includes morning tea, lunch, afternoon tea and high quality bound handouts for attendees

MAJOR SUPPORTERS



BOOKINGS

<http://innovateliikedison.eventbrite.com/>
or call 02 8005 6380 for bookings or information

Bookings essential. All bookings for this event are final, cancellations cannot be accepted. Substitutions can be made up until the day of the event.