

The Challenge of **Innovative Excellence™**

MISSION:

To Continuously Improve Service While
Creatively Reducing Costs

YOU WILL LEARN HOW TO:

- ▶ Apply the same strategies that the 3M Company, Chrysler, and Walmart have used to achieve a long-term creative and competitive advantage.
- ▶ Adapt the five attributes of an innovative culture to your organization.
- ▶ Reduce the cost of expensive projects through pilots and experimentation.
- ▶ Create an effective employee I.D.E.A.S. (Ideas Demand Enthusiastic Action and Support) suggestion program that really works.
- ▶ Encourage your people to be creative, take risks, and love change in order to avoid the deadly cultural paradigm of sacred cows and “that’s the way we’ve always done it” thinking.
- ▶ Apply innovation and creativity to service while systematically cutting costs.
- ▶ Find brand-new solutions utilizing the seven-step creative “problem solving” technique.

SEMINAR ATTENDEES SAY IT BEST:

“Delivered key messages in a simple and effective manner. He challenges one to act and gives good examples of implementation methods.”

– Erone Newman, Ambulatory Health CLM, St. Michael’s Hospital

“I learned, I laughed! Thank you! You’ve provided me with the flashlight with which I can get out of this dark tunnel of cynicism.”

– Wai Hin Chan, Professor of Practice, St. Michael’s Hospital

“The efforts we put into this excellence project were worthwhile for our group, our agency, and most of all, for what we gained and learned about ourselves.”

– Gale Klinshaw, Lockport



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