

# Tactics of Innovation how to get buy-in for new ideas

an ONLINE professional development class at the Global Dialogue Center



## EXECUTIVE INSTRUCTORS



**Joel Barker** Futurist, filmmaker, and author of NY Times bestselling book, *PARADIGMS: The Business of Discovering the Future*. Joel is well known for popularizing the concept of “paradigm shift” in business. Founder, INFINITY LTD., Inc. Learn more at the Joel Barker COLLECTION at the Global Dialogue Center: [globaldialoguecenter.com/joelbarker](http://globaldialoguecenter.com/joelbarker) and [starthrower.com](http://starthrower.com)



**Debbe Kennedy** Founder, president, and CEO of the Global Dialogue Center and Leadership Solutions Companies, an award winning enterprise, specializing in custom leadership, organizational, and virtual communications solutions. She is the author of *Putting Our Differences to Work: The Fastest Way to Innovation, Leadership, High Performance*. **2010 Axiom Business Book Award winner**. Learn more: [puttingourdifferencetowork.com](http://puttingourdifferencetowork.com) [globaldialoguecenter.com](http://globaldialoguecenter.com)

## NEXT CLASS:

**Thursday, September 16, 2010 – 2-Hour Professional Development Webinar**

90-Minute Live Presentation

1:00 pm - 2:30 pm ET (Eastern Time - New York)

10:00 am - 11:30 am PT (Pacific Time - Los Angeles)

30-minute *Group Exchange* follows for questions and exploration of ideas.

**Learn more and register:** [www.howtogetbuyinfornewideas.com](http://www.howtogetbuyinfornewideas.com)

## PROGRAM OVERVIEW:

Why do smart people say *no* to good ideas? Introducing change and innovations can be difficult. This program will help you develop the knowledge and know-how needed to get more new ideas *accepted*. Last year, Joel Barker and Debbe Kennedy asked leaders and innovators in the United States and over ten countries: *What is your greatest challenge during these turbulent times in introducing new thinking and new ideas?* Over 2000 people responded: 23% confirmed that breaking through the *noise* of information overload was on the rise; 84% named resistance to change in all its forms (e.g., invested in status quo, cynicism to anything new and different, knowledge and know-how to deal with it) as their **#1 challenge**. *Can you relate?* Tactics of Innovation: How to Get Buy-In for NEW IDEAS, was developed to respond to these challenges.

## During this professional development ONLINE Learning Program, you will...

- **Pinpoint** why people are resistant to new ideas, and how to remove the barriers that lead to understanding, acceptance, sponsorship and ownership.
- **Identify** 10 tactics and supporting action strategies essential to engage sponsors, partners, and customers; test your own idea against the tactics to see how well you intuited the rules.
- **Explore** 3 *critical success points* essential to gain acceptance, as well as common mistakes to avoid.
- **Learn** about two parallel paths that lead to broad-based acceptance of new ideas.

## WHO NEEDS IT?:

Anyone who is introducing NEW IDEAS, like: need products, programs, or services; new strategies or change initiatives; new policies or practices – or a reinvented YOU

## TUITION INCLUDES: 2-Hour Professional Development Webinar

- 90-minute *live*, interactive, professional development Online Learning Program plus a 30-minute *Group Exchange* with executive instructors, Joel Barker and Debbe Kennedy
- Session handouts and take-aways including a checklist and keypoints overview.
- List of supporting resources to extend your learning experience
- Toll-free conferencing for US (+ Canada and Mexico, depending on carrier) or International Toll or free VoIP Computer Audio available for PC users
- Post-session access to recorded highlights to reinforce learning

## TUITION:

\$290.00 Individual participant registration | EARLY BIRD Rates from \$99 to \$195

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## OUR PROMISE TO YOU:

If for any reason you are not satisfied with this learning program, we will refund your tuition.