



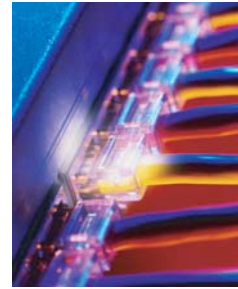
# Creating a Culture of INNOVATION

Thursday, April 20, 2006 • 4:30–7:00 p.m. CST  
VIRTUAL CONFERENCE

moderator:

**Drew Fleck**

Wisconsin Innovation Network



speakers:

**Joel A. Barker**

"The Paradigm Man"  
futurist, scholar and co-author  
*Five Regions of the Future*;  
author, *Future Edge*



**Debbe Kennedy**

author and founder  
Global Dialogue Center and  
Leadership Solutions Companies;  
*Breakthrough!*<sup>®</sup> and *Action Dialogues*



SESSION OVERVIEW and STUDY GUIDE

# cul·ture of in·no·va·tion

what is it? • how do you create it? • what skills are required? • what will it ask of us?

## new **BIG** questions for us all...

- How can we deal with a world that is growing ever more complex?
- How can we take advantage of this complexity to improve the process of innovation?
- Is it possible to anticipate the implications of your innovations before you institute them?
- What will it take to move from where we are today into a culture of innovation?
- How will we put all our differences to work to reach new levels of innovation?
- What skills must be mastered to work effectively in a culture of innovation?
- What will these changes ask of YOU?

Renowned futurist, Joel A. Barker, well-known for popularizing the concept of *paradigm shifts* for the corporate world joins Debbe Kennedy, master problem-solver and founder, President and CEO of the Global Dialogue Center and Leadership Solutions Companies, for an informative, interactive and thought-provoking exploration of the new emerging *possibilities* and *thinking* about creating and thriving in a *culture of innovation* in the 21st Century. You'll be involved and participating in this state-of-the-art online seminar, brought to you through Microsoft Office Live Meeting® technology and these two virtually-skilled dialogue leaders.

Joel Barker will introduce his new *Five Regions of the Future*, a new paradigm for understanding technology and how it will drive innovation in specific directions. He will help you examine the relationship of innovation to diversity, wealth, mutualism, collective intelligence and unintended consequences. He will demonstrate how interconnected these elements are in creating new approaches for innovation and new responsibilities for leadership in both the private and public sector.

Debbe Kennedy will help you connect this new thinking about wealth, innovation and diversity for the future and YOUR important role in it. She will introduce the unique characteristics of “the innovators” that lead and thrive in a *culture of innovation* in the 21st Century, as well as identifying four essential skills that will make YOU an invaluable collaborator and mutualistic partners whether you are an entrepreneur, business leader, educator, student, community leader or government official.

The speakers are not coming to introduce the latest *trendy* concepts. They both bring a rich conviction and long-held track records for practicing innovation. Joel Barker and Debbe Kennedy have worked to put the practice of *mutualism* to work in both their independent and collaborative projects for over a decade. Their geographic distance has called for innovation and they are role models for working virtually and collaborating mutualistically.

## SUGGESTED PRE-STUDY FOR THIS SESSION...

### Five Regions of Future at the KNOWLEDGE GALLERY

A self-learning online exhibit and 3-part podcast with co-authors, Joel Barker and Scott Erickson hosted by Debbe Kennedy. Also includes links for free previews of Joel Barker's films and an excerpt of *Power of Vision*. [www.globaldialoguecenter.com/fiveregions](http://www.globaldialoguecenter.com/fiveregions)

### Joel Barker's Implications Wheel

Take a preview look at this invaluable strategic exploration tool for innovation in the 21st Century. [www.implicationswheel.com](http://www.implicationswheel.com)

### How to Get Buy-In for NEW IDEAS by Debbe Kennedy

An array of tools and resources put together to support the interest around the world after Debbe Kennedy's Microsoft Office Live Meeting® Business Seminar which attracted 550 attendees. Includes tools, resources and access to the recorded program. <http://www.globaldialoguecenter.com/buy-in.html>

### Women in the Lead at the Global Dialogue Center

...a unique resource center for women throughout the world with a focus on women's leadership, professional and personal development. Includes skill-building and inspirational offerings for today's women in the lead. <http://www.globaldialoguecenter.com/women>



#### Joel A. Barker

Futurist, scholar, filmmaker and co-author, *Five Regions of the Future*; author, *Future Edge*

Joel Barker, often referred to as “the paradigm man,” was the first person to popularize the concept of *paradigm shifts* for the corporate world, documented in his bestselling book, *Future Edge*. Joel has spoken to more than one million people around the world and his films have been seen by more than 250 million people around the world.

*Five Regions of the Future*, his new landmark book offers a compelling look at five very distinctive kinds of sophisticated technologies. *Five Regions of the Future* presents a new set of technology tools to help all of us make the critical choices necessary to build a better world than we know today.

His honors include an honorary Doctorate in Visionary Leadership from St. Mary's University and the Excellence in Education Award given to him by the international education association, Pi Lambda Theta for his support educational innovation.

Learn more:

[www.fiveregionsofthefuture.com](http://www.fiveregionsofthefuture.com)  
[www.globaldialoguecenter.com/fiveregions](http://www.globaldialoguecenter.com/fiveregions)  
[www.implicationswheel.com](http://www.implicationswheel.com)  
[www.joelbarker.com](http://www.joelbarker.com)



#### Debbe Kennedy

Founder, President and CEO Global Dialogue Center and Leadership Solutions Companies

Master problem-solver, innovator and president and CEO of Leadership Solutions Companies, an award winning enterprise since 1990, specializing in leadership and organizational communications solutions. She is also visionary founder of the GLOBAL DIALOGUE CENTER, Leadership Solutions' newest entity—a virtual gathering place, using state-of-the-art technology to encourage thinking, questioning, exploring and learning with a focus on leadership, professional personal development.

Kennedy is an experienced business leader, a change-leading strategic partner for Fortune 100 executives and managers and community leaders. Previously she had a distinguished leadership career with IBM Corporation for over twenty years. She is the author of numerous books with a humanitarian, inventive and goal-directed focus, including *Action Dialogues: Meaningful Conversations to Accelerate Change* and the *Diversity Breakthrough! Series* and *Breakthrough!*®

Learn more:

[www.globaldialoguecenter.com](http://www.globaldialoguecenter.com)  
[www.globaldialoguecenter.com/women](http://www.globaldialoguecenter.com/women)  
[www.lscompanies.com](http://www.lscompanies.com)  
[www.debbekennedy.com](http://www.debbekennedy.com)

## Progressive Policy Institute Study – 2002 State New Economy Index

<http://www.neweconomyindex.org/states/2002/index.html>

- Conducted 1999 – 2002
- Measured adaptability to the “New Economy”; 21 economic indicators
- Wisconsin dropped from 32 to 40 among 50 states
- Key Conclusion: Other states appeared to have a better track record adapting to “New Economy” and are doing it at a much faster rate.

## Milken Institute Study - The State Technology and Science Index

<http://www.milkeninstitute.org/publications/publications.taf?function=detail&ID=304&cat=ResRep>

- Released 2004
- Measured current infrastructure and prospect for success in an “intangible-based economy” policy.
- Wisconsin overall ranking: 27; better than in the Progressive Policy Study
- Wisconsin fell two places since 2002 study; bottom half; third out of four tiers.

## Northeast Wisconsin Economic Opportunity Study

<http://www.neweconomyproject.org>

- Conducted 2004
- Funded by: U.S. Department of Labor and Wisconsin Department of Workforce Development
- Objective: Determining how to halt the deteriorating economic trends in Northeast Wisconsin, once a mainstay and poster child for the Old Economy identified the economic development strengths and challenges in Northeast Wisconsin constructed a strategic plan to meet the challenges based on the assets in the region
- Key Conclusions: The model for future economic prosperity changed; the model for the Old Economy is no longer viable.

*“New challenges are engendering new, often unprecedented, thinking about state policy. Economically leading states are no more protected than those that are poor performers. All corners of the nation’s knowledge economy landscape are facing heightened demands to go beyond the status quo.”*

– Milken Institute Study

## Questions to Consider:

How do we meet the challenges of our new reality?

What specific structures, systems, and practices are in place to enable, inspire, and nourish creativity, innovation and flexibility?

How will they need to be adapted and changed?

What are some possible alternatives that need to be explored to support our transformation from operating on Industrial Age principles to becoming Information Age innovators?

In what ways do our current organizations and community invite or urge leadership for change and new thinking?

How willing are we to take the risks in the pursuit of creativity, innovation, and flexibility in our organizations and community?

What is standing in the way?

How can we allocate our assets and resources in the pursuit of creativity, innovation, and flexibility?



The Wisconsin Innovation Network (WIN) is The Tech Council's membership subsidiary—a community-based economic development organization dedicated to fostering innovation and entrepreneurship. In association with the Tech Council, WIN programs focus on the needs and challenges faced by new and growing technology-based businesses in Wisconsin.

### Creating a Culture of Innovation

Thursday, April 20, 2006 4:30 – 7:00 p.m. CST

Virtual Conference

This event will be brought to you using Microsoft Office Live Meeting® technology in partnership with the Global Dialogue Center, a virtual gathering place for people throughout the world. ([www.globaldialoguecenter.com](http://www.globaldialoguecenter.com))

- Date:** Thursday, April 20, 2006  
**Time:** Registration: 4:30 PM  
**Speakers:** 5:00 – 7:00 PM  
**Location:** DJ Bordini Center, Fox Valley Technical College, Appleton, WI  
**Phone:** 608-442-7557 x22; 1-888-443-5285  
**Email:** [sallym@wisconsintechologycouncil.com](mailto:sallym@wisconsintechologycouncil.com)  
**Web:** [www.wisconsintechologycouncil.com](http://www.wisconsintechologycouncil.com)  
**Contact:** Sally Muller  
**Host:** WIN Northeast Chapter  
**Cost:** \$5 WIN Members; \$10 Non WIN Members; \$0 Corporate Sponsors

### Would you like to attend online?

We have a limited number of seats available for online attendance via the Internet. Please contact Drew Fleck, moderator for the event to reserve your online seat and get instructions for login.

Mobile: 920-540-8564 • email: [gve@new.rr.com](mailto:gve@new.rr.com)

### MODERATOR:



**Drew Fleck**

Wisconsin Innovation Network

A Wisconsin native and 17-year veteran in High Technology sales and marketing, Drew has worked with clients, companies, and partners like 3M, Dell, MapInfo, Microsoft, Toshiba, and Xerox. Drew is a Ph.D. candidate at the Fielding Graduate University in Human and Organizational Systems with a concentration in Information Systems and Knowledge Organizations (ISAKO). Drew is currently conducting an ethnographic and phenomenological study on the plight and flight of knowledge workers in the Midwest as part of his dissertation on the design and leadership of distributed intelligence and knowledge networks.