



## PUSHING PAST THE TIPPING POINT

About the Workshop...

Worried that your change movement will stall out? Need to reach more than the innovators and early adopters? This 1-day workshop is geared towards organizations that have had some success shifting from an industrial to innovation mindset, but want to create unstoppable momentum. We blend social science and hands-on activities to arm you with the tools you need to **Push Past the Tipping Point**. From John Kotter to Malcolm Gladwell, Stanford d.school to Amy Edmondson, we've done the research to help you master the people side of creating a culture of innovation.

We'll focus on steps you can take to engage more of your organization in your innovation efforts. You'll learn about change, intrinsic motivation, Gamestorming, design thinking, and teaming - and how to apply these concepts to your organization. At the end of the day, you'll have made major progress on crafting a compelling vision, a clear sense of who you need to reach next, and a tailored message for connecting with that audience. You'll also learn how to optimize your team performance.

Workshop and Implementation Outcomes...

- Familiarize yourself with the cycle of change so you know what to expect
- Learn and practice tools for creative problem-solving and rapid collaboration
- Gain an understanding of the design thinking process
- Use empathy mapping to connect with a key audience
- Demonstrate leadership that inspires trust, communication, and innovation
- Create the conditions for optimum teaming
- Discover a framework that will change how you learn from and approach failure

"Those that catch, correct, and learn from failure before others do will succeed. Those that wallow in the blame game will not."

- Amy Edmondson, Harvard Business School professor