

## Crafting Your Organization's Future In A Changing World!



### Enroll Now!

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If you would like more information on this event or to schedule an interactive executive briefing for your organization, please contact:

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**April 23, 2009**

**One Glenlake Parkway, 7th Floor, Atlanta, GA**

**Welcome/Registration: 8:00-8:30**

**Executive Session: 8:30-12:00**

**Collaboration Luncheon: 12:00-1:30**

**By Invitation Only: "Innovate This!" Roundtables and "Tea With Jatin" 1:30-4:30**



### The Rules for Survival and Prosperity are Changing . . . Fast.

**Yesterday:** Innovation strengthened competitive advantage, impacted strategy, and stimulated growth.

**Today:** Innovation defines competitive advantage, drives strategy, and is a fundamental prerequisite for growth.

**Tomorrow:** Innovation will be the only practical source of competitive advantage, will dictate strategy, and determine whether the organization will grow or die.

### Join Us For This No Nonsense Executive Session, And Discover:

- Exactly What It Takes To Consciously Craft The Organization's Future
- Why So Many Innovation Efforts Fail . . . And What You Can Do About It
- How To Create & Sustain The Living Organization<sup>SM</sup>
- The Blueprint Your Organization Needs To Consistently Create Value
- Practical Strategies and Tactics For Accelerating Innovation
- How To Effectively Lead The Changes Innovation Brings
- Exactly Who In Your Organization Should Be Driving Innovation
- How To Get The Right People Doing The Right Things The Right Way

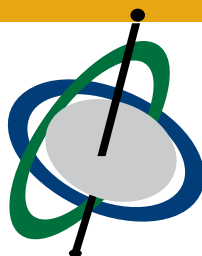
### The New Executive Mandate For 2009 and Beyond... Craft Your Future Or Craft Your Exit Strategy.

The Risk of Failure is High.

The Price of Failure is Prohibitive.

The Path To Success Is **Strategy Driven Innovation<sup>SM</sup>**

**Who should attend:** Typically participants include (however, not limited to) executive sponsor, executive team, innovation process leader, organizational change leader and key members of the innovation leadership team.



**STRATEGY-DRIVEN INNOVATION<sup>SM</sup>**