

shift:

the way you think
the way you do business
the way you deal with change
the way you treat your customers



Shift Happens! Jim Feldman - Keynote Speaker - The Innovator - Consultant

Perhaps no other country celebrates innovation the way America does. In America, we're reminded of the life-changing power of inventiveness every day. We all know innovation is important. In today's business climate, innovation isn't an option. It's a requirement.

As companies begin to refocus on growth, innovation has once again become a priority. In a recent McKinsey Global Survey 84 percent of executives say innovation is extremely or very important to their companies' growth strategy. The results also show that the approach companies use to generate good ideas and turn them into products and services has changed little since before the crisis, and not because executives thought what they were doing worked perfectly.

Competitive companies know that while cutting costs might keep them in business today, increasing revenue means staying in business tomorrow. How do you increase revenue? *Through innovation.*

Companies today are challenged to manage the ongoing innovation process. But they face a long list of obstacles: piecing together critical information, storing it in disparate sources, and developing a consistent process of bringing best of breed ideas to market. Implementing a company-wide innovation platform can effectively capture the collective wisdom of employees, partners, and customers; and efficiently manage the identification and implementation of next generation products and services.

Choosing the right tools and having the proper expertise to effectively innovate will be a defining factor in a company's ability to survive in today's increasingly complex, competitive business landscape.

Even though most companies know innovation is a must-have, how exactly do you execute innovation?

BENEFITS TO YOUR CLIENT

Whether you want to improve daily efficiencies or bring an entirely new product to market, my Innovation workshops are built to maximize your return on investment and provide powerful, measurable results over time. I forge collaborative ideation and educates organizations how to innovate from top to bottom and bottom to top.

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Further, many of the challenges—finding the right talent, encouraging collaboration and risk taking, organizing the innovation process from beginning to end—are remarkably consistent. Indeed, surveys over the past few years suggest that the core barriers to successful innovation haven't changed, and companies have made little progress in surmounting them.

Guided by the framework of science and experimentation, but not to the exclusion of hunches, impressions and intuition my approach, as a practitioner, applies this knowledge to real world situations, which are applicable by every organization.

A solution requires justification and validation; a BRIGHT IDEA needs no justification.

A solution is an end point; a BRIGHT IDEA is just the beginning

A solution is sold and self-supporting; a BRIGHT IDEA is tender and must be built upon.

Don't kill BRIGHT IDEAS with roadblocks.

Express all BRIGHT IDEAS

DEEM NO BRIGHT IDEA TOO WILD TO BE CONSIDERED

QUALITY IS IMPORTANT; EVERY BRIGHT IDEA THAT COMES TO MIND SHOULD BE INCLUDED

GETTING TOGETHER WITH OTHERS TO BRAINSTORM IS DESIRABLE

CRITICISM OR NEGATIVE EVALUATION SHOULD BE AVOIDED

RECORD ALL BRIGHT IDEAS

TIME TO LET BRIGHT IDEAS 'INCUBATE' SHOULD BE ALLOWED

FRAME THE QUESTIONS

"What is the problem we are about to solve" instead...THE PROBLEM WE ARE ABOUT TO RESOLVE IS

"Why do you consider this a problem?" instead...THIS IS A PROBLEM BECAUSE

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WHO IS JIM

As you know, for many years I have been called-among other things- an Innovation Expert. I can breed new ideas, educate your team members, and coach others to overcome challenges, achieve goals, and solve problems using easy to use tools that generate innovative solutions.

I provide the tools for the creation of an execution engine for new ideas, proposals, and initiatives. I work with your organization so they can find champions in the world and within their organizations that will adopt them by offering interactive teaching of the innovation process and the adoption of these tools.

Turns out, the best companies are naturally good at creating new ideas and executing them brilliantly. All too often, we stop at the first part, and pat ourselves on the back for being innovative, even though we are aren't exactly sure what to do with a great idea. We spend too much time thinking 'outside the box,' when in fact the problem is **'inside the box.'**

I will partner with your organization to offer the tools, insights, and focus for your organization to identify their highest-value opportunities, address their most critical challenges, and transform their business with a customized approach.

My focus is to educate organizations to achieve sustainable competitive advantage, build more capable organizations, and secure lasting results.

With my BRIGHT IDEA Exchange I engage your audience to create ideas that are offered without boundaries, without concerns for money or resources, and permit an open dialogue to create 'inside the box' solutions.

Jim helps organizations discover new solutions.

Jim assists organizations overcome challenges.

Jim educates organizations to develop improved innovative thinking skills.

Jim uses proven processes and systems that stimulate better ideas in less time.

Jim's expertise is based in a broad interaction with diverse clients from automotive, wellness, hospitality, trade associations, non-profits, and restaurants.

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If you need better tools to discover new opportunities using existing resources, annihilate the competition, deliver new products and services, plan meetings and events, save time and money, and learn a more effective process I am a valuable resource.