

## ***Innovation Driven Growth: Rethinking How Innovation Happens in your Organization***

International speaker, author, entrepreneur and innovative thinker David Peterson has created a new keynote series focused on how organizations can harness enterprise-wide innovation to fuel growth and achieve sustainability even in the most challenging competitive markets. Using Metacognition, this Innovation Driven Growth content will challenge attendees to “think about how they think” to realize that innovation can occur regardless of their organizational role. This content is focused to augment the internal education and training delivered by an organizations HR professionals and is tailored to meet specific branding or educational goals. All content is presented in David’s signature high energy, fun and engaging style.

There are three separate keynotes under the Innovation Driven Growth umbrella. They are: *Igniting the Flame of Innovation*, *Keeping the Wildfire of Innovation Raging*, and *Keeping the Innovation Fire Burning*. Session descriptions are below. You can have any of these as a keynote, perhaps having David deliver them to your attendees over a series of meetings. Or you can have one delivered as a keynote and other as a breakout session. David also conducts workshops and enterprise changing innovation challenges.

### ***Innovation Driven Growth: Igniting the Flame of Innovation***

Is your organization operating on “Auto-Pilot”? In this Innovation Driven Growth keynote, serial entrepreneur and international speaker David Peterson will provide insights into how your organization can meet the challenges of today’s competitive pressures and global competition with Metacognition processes. He will share his Metacognition strategies and tools that drive innovation, help rethink processes and procedures that stifle growth and create an environment that dramatically increase employee engagement. Combat status-quo thinking by fostering an enterprise-wide culture that capitalizes on the opportunity for transformational growth.

Key Takeaways:

- Stages of the Metacognition process.
- How to make “ThinkTime” reap benefits focused on growth.
- How to train employees to combat the status-quo.
- How to instill organization-wide innovation to achieve transformational growth

### ***Innovation Driven Growth: Fanning the Innovation Flame Across the Entire Enterprise***

Does your organization have a spirit of innovation but only in certain departments In this Innovation Driven Growth keynote, serial entrepreneur and international speaker David Peterson will provide insights into how your organization can harness Metacognition techniques to get the entire enterprise thinking innovatively. He will share his strategies and tools that will open up innovation to a wider constituency of the organization and explain how to integrate even the most un-innovative of people and departments. Moreover, this session will highlight how expanding innovation across the enterprise will actually enhance the ideas of those that are already innovative. Combat status-quo activity by fostering a cross-functional enterprise-wide culture that capitalizes on the diversity of your amazing workforce.

#### **Key Takeaways:**

- Expansion of Innovation outside of tech silos
- How to create and harness cross-functional teams
- How to train employees to avoid “Seagull Innovation”
- How to make innovation an on-going part of the annual review / reward cycle

### ***Innovation Driven Growth: Keeping the Innovation Fire Burning***

Many elements can extinguish enterprise-wide innovation. Time robs people of enthusiasm for innovation. Managers forget the value of time invested in creativity. New employees enter the workforces who are not “grounded”. And a catastrophic event could wipe out all the investment in innovation infrastructure. In this Innovation Driven

Growth keynote, serial entrepreneur and international speaker David Peterson will provide insights into how your organization can avoid the death spiral of your innovation initiatives. This session focuses on identifying and avoiding the key mistakes companies make that kill innovation. And you'll learn the keys to effective decision making in a crisis situation.

Key Takeaways:

- Re-energizing innovation initiatives
- Identify the seven signs of deteriorating innovation culture
- How to incite generational cooperation and cross-mentoring
- How to make effective and strategic decisions in a crisis

Contact David today to discuss how he can thrill and delight your employees, members or conference attendees.

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