

# The Art of Innovation Leader Certification Workshop

How to Integrate Creativity in Organizations



"If you are doing business today the same way as you did business yesterday, the chances are that you won't be doing business tomorrow."

*Peter F. Drucker*



[www.theartofinnovation.net](http://www.theartofinnovation.net)

# The Art of Innovation Leader Certification Workshop

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## SCOPE

How can an organization make innovation part of its DNA, so it can fully realize its creative potential? The Art of Innovation Workshop helps leaders and managers understand why developing innovation in a company is a multi-dimensional affair and how they can actively and successfully achieve it. The Leader Certification Workshop aims to certify people to lead the Art of Innovation Workshop.

## DURATION

2 days in addition to the 2-day Art of Innovation Workshop.

## PARTICIPANT PROFILE

Consultants, trainers, presenters and facilitators, creativity and innovation leaders seeking to design and/or implement a holistic approach to innovation in organizations. Participants should have some experience in leading workshops as presenters and/or facilitators.

## OUTCOMES

Participants will:

- Deepen understanding of the Art of Innovation model
- Explore the structure and rationale of the Art of Innovation Workshop
- Practice presentation and/or facilitation of selected parts of the program
- Discuss key elements of adult learning, group dynamics, presentation and facilitation
- Review the activities involved in the Art of Innovation Workshop
- Learn how to best use the Art of Innovation Organization Audit
- Discuss how to promote the Art of Innovation Workshop
- Have a good time!

## ORGANIZATIONAL BENEFITS

Organizations will be in a position to enhance their diagnostic capacity in the area of innovation and mobilize forces to promote innovation in a sustainable way. In-company Leaders will be able to amplify their basic know-how for developing the sources, structure and culture of innovation in their own organization.

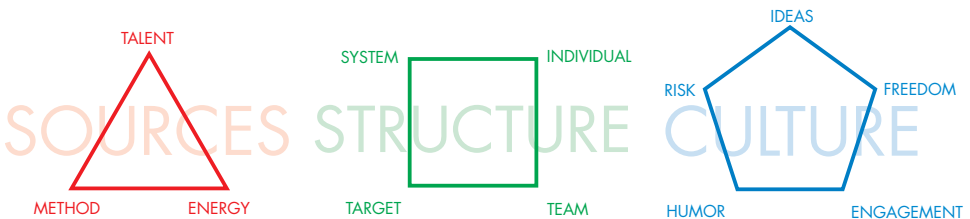
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## APPROACH

Participants are guided through the Art of Innovation model and will develop insights on presentation, facilitation and group leadership for this workshop.

Each participant will prepare, present and/or facilitate a selected part of the workshop and receive feedback from the instructor and all other participants.



## LEADER SUPPORT

Participants will receive a signed copy of **The Art of Innovation – Integrating Creativity in Organizations** ©, by Dimis Michaelides, a quality printed Leader Companion booklet, a set of PowerPoint slides, materials for workshop exercises, and a leader certificate for the Art of Innovation Workshop.

Certified Leaders purchase a set of printed materials for each person participating in a course they are leading.

They will also be authorized to administer the Creative Problem Solving Profile by Min Basadur.

Certified Leaders will have their CV online on the Art of Innovation website and privileged access to the Organization Audit with the possibility of administering it online for their clients and receiving grouped client reports.

Customized arrangements may be made for company-wide licensing and certification.

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## WHAT PARTICIPANTS SAY

"Innovation is people creating value by implementing new ideas. The Art of Innovation Workshop helps you expand your awareness of all of the activities that are involved in being innovative."

*Dr. Andres Fortino, P.E, Associate Provost,  
Corporate Graduate Programs, NYU: POLY*

"I've never seen in any other workshop that I've ever attended (and I've been to a lot of them) the quality and the quantity of materials and the support that comes to the people that eventually get certified as leaders."

*Joseph S. Nadan, Ph.D, Professor,  
Management of Technology and Business Innovation, NYU*

"The value of the workshop is its systemic approach, the way it gives you real insights into what's going on inside your organization and what are your own attitudes and relationship to being innovative, followed by time to visit each of the elements that are required for innovation inside the organization. This will enable you to come away with a specific plan on how you're going to address the issues that most need addressing. It's also a very engaging experience. I was amazed at how involved the people became in the process and how deeply they took it on board."

*Brad Stackhouse, CEO, Stackhouse Garber Associates*

"I would recommend this workshop to any organization that feels or fears that it has become stale in the way it produces services to its clients."

*Constantinos Loizides, Managing Director and CEO, Piraeus Bank, Cyprus*

"The Art of Innovation is fun. It's engaging. It uses significantly different modes of interaction. It is self-reflective. It is going up and trying new things. It shifted my perspective of myself and others. Everybody can be creative and innovative."

*Diana Bing, Former Director of Enterprise Learning, IBM*

## PERFORMA

Performa is dedicated to **helping organizations enhance their performance** through **creative leadership** and **innovation**.

Performa offers consulting, workshop design and facilitation, speaking engagements and interactive events.

### **PERFORMA CONSULTING LTD**

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