

## Lessons *from the* Leaders

PRESENTS

# CREATING A CULTURE OF INNOVATION

By **Stephen Shapiro**, Author, Innovation Consultant and Speaker

**THE EVENT:** The Center for Innovation, Excellence and Leadership ([IXL Center](#)) in partnership with the [Hult International Business School](#) are pleased to announce our next speaker **Stephen Shapiro**. His presentation title is “**Creating a Culture of Innovation**”. Please join us on **August 26th, 2009** from 6:00 to 7:00 PM at Room 563, at Hult International Business School, **1 Education Street, Cambridge, MA**. There will be an opportunity to network with other like-minded individuals after the presentation.

Mark your calendars and plan to attend and meet a thought leader and practitioner of innovation. Please sign up [here](#). If you have any questions, please email Milagros Masini at [milagros.masini@ixl-center.com](mailto:milagros.masini@ixl-center.com).

**THE TOPIC:** A culture of innovation can be defined as “an organization’s ability to adapt and evolve repeatedly and rapidly to stay one step ahead of the competition.” When done right, this gives you a competitive edge because it makes you more nimble with an increased ability to sense and respond to change. A culture of innovation has less to do specifically with new products, new processes, or new ideas. The key is sustainability and predictability. This only happens when you treat innovation like you treat all other capabilities in your business. During this session you will learn about:

- The 3 levels of innovation
- How to create an innovation mindset based on a “portfolio of challenges”
- How to leverage competitions, open innovation, crowd sourcing, and collaboration as tools for solving complex problems

### THE SPEAKER:



During his 15-year tenure with the international consulting firm Accenture, Stephen Shapiro established and led their Global Process Excellence Practice, delivering innovation training to 20,000 consultants. In 2001, he left the management consulting world to write his first book, *24/7 Innovation: A Blueprint for Surviving and Thriving in an Age of Change* (McGraw-Hill). Featured in *Newsweek*, *Investors Business Daily*, and the *New York Times* among other prestigious publications, the book outlines his step-by-step program for instilling a mind-set of ongoing innovation within an organization to achieve and sustain a leadership position in any market.

Drawing on his corporate expertise, Stephen expanded on his innovative concepts to counsel on how individuals, as well as businesses, can realize their full potential with less effort and more personal satisfaction. Thus, his latest book, *Goal Free Living: How to Have the Life You Want NOW!* (Wiley) was conceived, quickly becoming the #1 Amazon.com Business Motivation bestseller and the subject of a recent cover story in *O, The Oprah Magazine*. Also heralded in *Entrepreneur Magazine* and on *TomPeters.com*, among many others, Stephen has become the modern-day Pied Piper for those interested in a revolutionary approach for personal and business success.

Articulate, knowledgeable, and provocative, Stephen quickly captures the attention of his audience in a style that is equally as innovative and inventive as his subject matter. He has presented his own tried-and-tested formula for success to hundreds of thousands of people in 28 countries. Among the dozens of leading organizations he has advised are Staples, GE, Fidelity Investments, Pearson Education, BMW, Frito Lay, UPS, Xerox, and Bristol-Myers Squibb.

Stephen is a past-President for the New England Chapter of the National Speakers Association. When he is not motivating audiences around the world, he enjoys scuba diving, wine tasting, and playing the tenor saxophone.

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### About the Center for Innovation, Excellence and Leadership



The Center for Innovation, Excellence and Leadership (IXL Center) was founded by individuals who previously led the Innovation Practice of Arthur D. Little, IMI and the Monitor Group. The mission of IXL Center is to (1) provide training for practitioners and managers to become high performing innovation managers, (2) develop and publish deep insights on the topic of innovation breakthroughs and innovation management, and (3) build a community of innovation thought leaders and practitioners. The IXL Center has locations in Boston, Dubai, London, Shanghai and São Paulo. The Center has strategic partnerships with Hult International Business School, Imaginatik, InnovationTools and Arthur D Little. IXL Center's faculty include innovation leaders from companies like Motorola, Osram Sylvania, Natura, GEN3, Palladium Group and Arthur D. Little. For more information, please contact [milagros.masini@ixl-center.com](mailto:milagros.masini@ixl-center.com) or call +1 857 212 3430.

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### About Hult International Business School



Hult International Business School, formerly the Arthur D. Little School of Management, is a NEASC and AMBA accredited business school. Established in 1964, Hult offers a unique one year MBA program to a diverse student body from over 50 countries. The school has four campus locations: Boston, Dubai, London and Shanghai. Hult is part of EF Education First, the world's largest private education organization. For more information, please visit their website at [www.hult.edu](http://www.hult.edu).