

## Lessons *from the* Leaders

PRESENTS

### **GET STIMULATED: Unleash Your Creative Potential**

By **Andrew Pek and Jeannine McGlade**, Founders of iVibe Global and Authors of *Recipes for Growth and Innovation*, and *Stimulated! Habits to Spark Your Creative Genius at Work*

**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 speakers **Andrew Pek** and **Jeannine McGlade**. Their presentation title is **"Get Stimulated: Unleash Your Creative Potential"**. Please join us on **November 11th, 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:** Are you ready to flex your creative mind and reach your potential? When you want to get in shape, you exercise your muscles and change your diet. You work your abs, arms, legs, shoulders, back and start eating healthier. When you do this consistently and often, you gain energy and strength, feel and look better. Your life and work flows better. Your confidence increases.

When you want new, fresh and inspiring ideas to help grow your business, bank account or relationships, you must exercise your right brain to stimulate a break-through. Like our body, our mind and spirit thrive on exercise and stimulus. When you are creative, you shift the continuity of your circumstance and sow the seeds of possibility. However, in today's economy and the fast pace of change, we can easily become distracted, overwhelmed and stuck in a rut - all of which can lead to a feeling of a loss of control as well as stress and anxiety about the future. Coming up with creative ideas and taking the time to develop them during these circumstances seems like a luxury. However, creativity and innovation is not a luxury - it is an essential life skill. Our survival as human beings depends upon it.

So, why not stay creatively fit all of the time and turn your circumstance into possibility, prosperity and positive change? If so, then you've come to the right place to shift your thinking and start producing significant results!

## THE SPEAKERS:



Andrew is the CEO and co-founder of iVibe Global a leading consultancy that helps organizations around the world, make innovation a habit. With over 27 years of working with CEOs and senior executives, he brings abundant amount of experience and energy leading and supporting large scale change initiatives across multiple global markets and industries including manufacturing, consumer products, energy, retail and technology. More specifically he has helped companies like Accenture, Alcan, Alpharma, Bayer, Biovail, British Petroleum, Conoco, Dell Computer, General Mills, Kimberly-Clark, Kraft Foods, The Limited, LTV Steel and Pfizer revolutionize their workplace and yield such notable innovations such as Listerine Pocket Paks, Must Win Brand Growth, On-The-Go Healthcare, Simple Wins, Suda-Care and Cakesters.

Andrew has co-authored with Jeannine McGlade two books on the subject of creativity and innovation. His first book is called: Recipes for Growth and Innovation © 2006. This cookbook approach provides engaging and practical tips to help business innovation teams achieve market innovations. His second book is called: Stimulated! Habits to Spark Your Creative Genius at Work © 2008 – a book featured in the New York Times, the Chicago Tribune, Business Week, Investors Business Daily, Readers Digest, Redbook, and many other publications, is about the success habits of innovative leaders and organization cultures. He has appeared on ABC, NBC, Fox and Friends and over 60 radio shows throughout the United States.

Andrew is an innovation expert, motivator and facilitator. His education is in Organizational Behavior at Case Western Reserve University. He and his wife, 4 children and Hungarian Visla live in New York.



Jeannine is the COO and Founder of iVibe Global, a leading consultancy that helps organizations around the world, make innovation a habit. With over 20 years of working with CEOs and senior executives, she brings outstanding experience in learning, communication and organizational behavior. She consults to many leaders across a variety of organizations such as Alpharma, Biovail, Kraft Foods, Innovatix, Pfizer, Sony Electronics and Wyeth.

Jeannine has co-authored with Andrew Pek two books on the subject of creativity and innovation. Her first book called: Recipes for Growth and Innovation © 2006 provides practical tips to support business innovation teams and her second, called: Stimulated! Habits to Spark Your Creative Genius at Work © 2008 – a book featured in the New York Times, Chicago Tribune, Business Week, Readers Digest, Redbook Magazine and many other publications is about the success habits of innovative people. She and her book Stimulated! has been featured on ABC, NBC, Fox and Friends and numerous radio shows throughout the United States. Jeannine and her co-author, Andrew Pek, are working on their third book which focuses on how helping leaders and individuals maximize their innovation vibe through optimal work and life experiences.

Jeannine has a Master's in Communication from Auburn University, and Columbia University. She and her family live in New York.



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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, São Paulo and Seoul. 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).