

# Continuum



## Managing For Innovation

### *Who would benefit from this presentation:*

- *Companies that value creativity and innovation.*
- *Companies that would like to encourage employees to contribute ideas.*
- *Research and development departments.*

Whether you manage a group of people hired for their creativity and special talents or work for an organization that places emphasis on innovation, this workshop is for you.

The workshop will look at managing those “creative types”; those people who were hired for their ability to bring innovation and new ideas into an organization. While most people agree that “creative types” are very talented and knowledgeable, they are also somewhat difficult to manage. We will discuss strategies for keeping these folks focused on the goals and mission of the organization without stifling their productivity and creative energy.

Creative ideas don’t necessarily have to come from creative people. Creativity and innovation can come from anywhere. The majority of the workshop will explore management techniques that *encourage creativity throughout the organization*. We will also look at using intrinsic vs. extrinsic motivation.

Innovation has become crucial for a company’s success. Whether it is trying to gain a competitive edge or finding new and better ways to do the work, creativity plays an important role in any business. The companies who are known for innovation and cutting edge technology are the ones who manage for creativity.

This hands-on presentation promises to be fun and informative.

### *What people are saying about **Managing For Innovation**:*

“The exercises and class activities helped me learn how to use the information.”

“I enjoyed the group project with cards.”

“I’ll use ‘yes, and...’ instead of ‘yes, but...’”

“...can’t wait to help my staff soar.”

“...helpful ideas to let creative employees stay creative.”