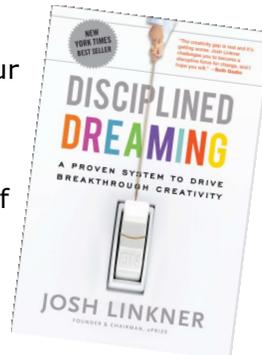


# Innovation Unleashed: Breakthrough Approaches to Growth and Success

"The world has dramatically changed in the last few years, and many of the competitive advantages of the past have become commoditized. With increased complexity, dizzying speed, and ruthless competition, creativity and innovation have become the only true sustainable competitive advantage. Creativity is the one thing you can't outsource. It's the difference-maker between game-changing companies and also-rans. Beyond the corporate level, individuals may get hired based on their resume but get promoted and succeed based on their creativity. Creativity has become the currency of success in the new era of business, and life."

Many leaders are naturally good at dreaming up ideas ("brainstorming"). In this intense, interactive and high-energy program, participants will learn how to take a more disciplined approach to execute on these ideas, drive tangible results and push the boundaries of "possible."

Presented by proven business leader and five-time entrepreneur Josh Linkner, participants will learn to challenge conventional wisdom and change corporate culture by turning the mystery of creativity into a fun and simple-to-use process that will lead to better ideas and breakthrough thinking.



## This Program will help leaders:

- Challenge conventional wisdom; integrate creativity into a corporate setting, even one that has a buttoned-up culture.
- Establish an ongoing, successful system to nurture and harvest your team's best ideas.
- Uncover breakthrough approaches to growth and success.

June 14, 2012  
8:30 am—4:30 pm



**Josh Linkner** is the NY Times Bestselling author of *Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity*. He is also the CEO and Managing Partner of Detroit Venture Partners. Together with business partners Earvin "Magic" Johnson and NBA team owner Dan Gilbert, Josh is actively rebuilding urban areas through technology and entrepreneurship. Josh is also Adjunct Professor of Applied Creativity at the University of Michigan.

Linkner is also the Founder, Chairman and former CEO of ePrize, the largest interactive promotion agency in the world providing digital marketing services for 74 of the top 100 brands.

Linkner has been honored as the Ernst & Young Entrepreneur of the Year, the Detroit News Michiganian of the Year, and is a President Barack Obama Champion of Change award recipient. Josh is a regular columnist for *Fast Company* and *Inc. Magazine*, and his work has been featured in *The Wall Street Journal*, *Forbes*, *USA Today*, and *The New York Times*.

A Berklee-trained professional jazz guitarist Linkner performs regularly in jazz clubs throughout the United States. He is on a mission to make the world more creative.

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To find out more about developing leaders  
across your organization, please contact us at:



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