



**TRUSTED**  
**to**  
**INNOVATE**  
**Workshop**  
**The Essential Architecture of Collaborative Innovation**

### **Why this Workshop?**

Rapid innovation is an absolutely essential element in today's strategy. Success or failure hangs in the balance. Innovation is essential to create competitive advantage. For many it is also a path of disillusionment, as leaders have found that simply making innovation a priority does not create results. A large number fail to gain traction because they miss a fundamental point: all innovation is, by its very nature, a collaborative effort, and therefore interpersonal *trust* is a "must have" ingredient; innovation requires the interaction of many -- from idea development to realization of value.

### **What Value Can I Expect?**

This will be a real work session applying principles and practices that produce World Class collaboration, innovation, and trust in the value chain. As a result of this session, you can expect at least a doubling of your innovation streams from strategic relationships.

### **Who Will I be Working with & Learning from?**

Robert Porter Lynch has been in the vanguard in the field of alliances, collaborative innovation, and trust building, as both a thought leader and expert professional with an extensive world-wide track-record; his methods have produced the highest performing alliances. The author of several books, his work has been recognized across the globe.

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# Trusted to Innovate

## Strategic Importance of Innovation:

In a fast moving, rapidly changing world, the most important source of competitive advantage is INNOVATION, pure and simple. Without innovation, organizations quickly become obsolete. Innovation tightly linked to profitability and prosperity.

## Disappointing Results:

However, despite massive efforts to gain innovation, overall 50% of innovation efforts fail to produce satisfactory results, and 75% of Lean Management initiatives fall flat. Why such poor performance?

## The Illusions:

Many have believed that by training people in Creativity, more innovation would result – with poor results – people are born creative, you don't have to train them. Others claim that Senior Executive Support was necessary; and, while true, exhortations and rallies are simply not enough. Something else was missing. What unleashes innovation?

## Three Missing Elements:

From extensive research and years of field experience implementing alliances, we have learned that most innovation efforts overlook three critical issues that make all the difference:

1. *Differentials in Thinking* are the source of innovation; a collaborative culture is essential to keep differences from becoming destructive
2. All Innovation today is *Collaborative*, thus *Trust is Essential*
3. There are *Seven Different Types* of Innovation; the right form(s) of innovation must be targeted, supported, and built upon



The old adage: “if two people in the same room think alike, one is unnecessary,” prevails:  
*Innovation comes from people who see their world in new and different ways.*

By tapping into the co-creative energies of differentials in thinking, and aligning those energies positively, cross-boundary interactions can become *the unique structure* in an organization to unleashing the innovative potential of the *synergies of differentials*.

# Trusted to Innovate

## Why a TRUSTED TO INNOVATE Workshop?

Based on input from over 1000 senior executives, we've high-trust gives organizations have at least a 25% competitive advantage .

This requires both a new level of thinking and new practices to produce trust, innovation, and drive productivity and performance improvements. We call this "Collaborative Innovation Architecture."

This workshop will reveal how best practices produce dramatic improvements in innovation. This practical "roll up your sleeves" program is designed to focus on your company's core business opportunities. Bring your internal team, and even your most valued customers, alliance partners, and suppliers – you will have the opportunity to redesign the value you create for each other.

Because the best innovation originates from people who *do not think alike*, irresolvable conflict, not innovation, is often the fatal result. Trust is essential, and we have discovered a special type of trust must prevail to create vital synergies, not let other forces destroy them.

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## What can I expect?

Participants develop their own strategies & techniques that they can begin applying immediately into their organization.

Learnings will be offered through case examples, interactive sharing of ideas, and practical project development sessions.



## Who Will I Learn From?

Robert Porter Lynch is Co-Founder of the Leadership Institute and has consulted widely for major organizations including Astra Zeneca, Cisco, Dow Chemical, Eli Lilly, Exxon-Mobil, General Electric, Hewlett Packard, IBM, Procter & Gamble, Pfizer, Sanofi Aventis, USAA, Warner Lambert, Xerox and scores more.

Robert is Founding Chairman of the Association of Strategic Alliance Professionals, and has been recognized for his ground-breaking work in creating "alliance and collaborative innovation architecture." He has trained thousands of business leaders around the world in the best practices of alliance formation and management. He teaches at the Universities of Alberta, British Columbia, and San Diego. Robert is also the author of ten books and numerous articles including the "Fostering Champions" chapter in Peter Drucker's, *Leader of the Future*. His current book, *Trusted to Lead* will hit the bookstores early next year.

To find out more about Robert's expertise, please visit [www.WarrenCo.com](http://www.WarrenCo.com)

## Highly Acclaimed

Recent sessions in North America have been highly successful. This is a sample of the comments:

*Superb! Excellent Content*  
*Great info on a fresh new topic*  
*Made me think, A great learning experience*  
*Great Work! Well Organized*  
*Completely Shifted my thinking*  
*One of the best seminars ever attended*

## Who should attend?

The program is designed for upper and middle management who are seeking to increase synergy, teamwork and collaborative innovation with their organization.

This session will prove to be highly useful for any group that needs better coordination, joint problem solving, communications across boundaries, and wants higher levels of human energy. Leaders that know that something is missing in their unit typically discover something powerful, energizing, and eye-opening.

## AGENDA

### 1. THE INNOVATION STRATEGIC IMPERATIVE

- Creating Competitive Advantage
- The Power of Collaboration in Innovation
- Maximizing Internal & External Innovation
  - Workgroup Action Plan

### 2. SEVEN TYPES OF INNOVATION

- Distinguishing Key Types of Innovation
- Choosing the Right Type of Innovation
  - Workgroup Action Plan

### 3. ESTABLISHING THE FOUNDATION OF COLLABORATIVE INNOVATION

- The Source of Innovation: Differentials in Thinking
- How Culture Impacts Innovation
- The Essential of Trust in the Innovation Game
  - Workgroup Action Plan

### 4. ECONOMICS OF TRUST

- How Trust Creates a 25% Competitive Advantage
- Removing the Value Destroyers
  - Workgroup Action Plan

### 5. UNDERSTANDING THE TRUST-INNOVATION LINKAGE

- Brain Chemistry and Innovation
- Engaging the Four Critical Drivers of Human Behavior
- Why Fear Fails to Produce Innovation
  - Workgroup Action Plan

### 6. BUILDING THE COLLABORATIVE INNOVATION TEAM

- Six Essential Qualities of All Team Members
- Dynamic Tension required for Successful Creation & Implementation
- Two Different Types of Trust Needed for Success
- Establishing Operating Principles
  - Workgroup Action Plan

### 7. SETTING UP THE COLLABORATIVE INNOVATION PROGRAM

- Selecting Key Innovation Priorities
- Cost Reduction versus Target Costing
- Getting Started with Measurable Results & Value Propositions
- Rapid Implementation, Momentum Building & Speeding the Flow
- Ensuring the Results have the Expected Impact
- What Really Motivates People
- Some Fallacies of Financial Rewards
- Small versus Large Innovation
- Profit versus Performance
- What's Needed to Sustain Innovation
  - Workgroup Action Plan

## DID YOU KNOW?

Without trust, the brain's chemistry actually shuts down our ability to collaborate *and* to innovate.



## Available in Three Formats

- 1 Day
- 1 ½ Day
- 2 Day



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### You Will Learn:

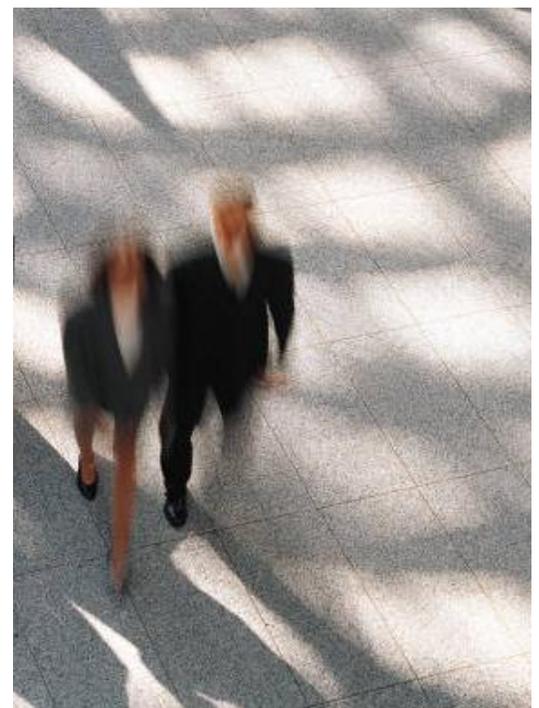
- How to create a powerful *Strategic Imperative* that will gain senior executive support for Collaborative Innovation to ensure success and real competitive advantage
- How to think strategically about your Innovation Program
- Why collaboration and trust are the most important factors in getting innovation to flow through the whole organization
- Why your customers and suppliers may be your best *Innovation Partners*
- How to *Build Trust* that spurs sustainable innovation
- Who is best suited to serve on an *Innovation Team*
- What actions and policies actually block innovation
- How to use *Differentials in Thinking* to drive innovation
- How to champion a *Collaborative Innovation Alliance* and why this isn't a job for the timid
- How to avoid the *Typical Pitfalls* that cause programs to fail
- Basic Language, Best Practices, and Tools for *Targeting the Right People and the Right Innovation Priorities*
- Three Factors that produce a powerful *Culture for Innovation*
- Where to find *Innovation Opportunities*
- *Critical Metrics* to spur rapid advancements

"I recently attended your Trusted to Innovate course. In listening to comments from our group, I know we all would have enjoyed a full week of absorbing information from your vault of knowledge and experience. I've seen my share of presenters over the years who succeeded in delivering content, making a difference, and providing a learned point of view of the subject matter. I've never felt more compelled however, by one person's passion for the content's scope, and their "call-to-arms" approach to the peripherals that support the content: **how we carry ourselves as humans in general.**"

– John Countey, Business Innovation Manager, Daymon Worldwide

### Key "Take-Away" Topics will include:

- How to form *Initial Pilot Projects* to gain traction & momentum and an *Action Plan* to move forward
- How to build a World Class Value Proposition
- How to distinguish between a "Vendor" and "Strategic Supplier"
- How to convince senior executives about the value of supply chain management
- How to leverage the Seven Types of Innovation to your advantage
- How to use the Four Drivers of Human Behavior to determine who you can trust and who you can't
- How to identify the best people who can collaborate to innovate
- Critical factors in leading and championing an Innovation Initiative
- How to avoid typical pitfalls that cause innovation programs to fail
- How to turn breakdowns into innovation
- Key factors for using trust to generate high team performance



## What others have said about this workshop:

(comments from previous sessions)

“This gives me a new way for forward. I now know the roadmap to be a proactive Champion of Innovation.”  
– Patrick Hehir, Vice President,  
Strategic Innovation, Flextronics



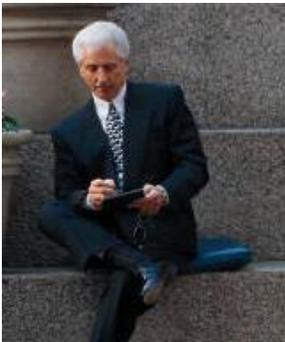
“Really opened my eyes to a brighter world. I came away really understanding how I can impact a greater sphere beyond those I have been collaborating with both internally and externally. Frankly, I was truly inspired... It was dead on.”  
– Dr. Malcolm De Leo, Director of Alliances & Technology Development, Clorox

“Excellent! I am more convinced than ever on the importance your work....and the connection to brain chemistry. We are part of a small group on the bleeding edge of an upcoming revolution in 21st century organization dynamics.”  
– Ross Smith, Senior Director, Microsoft

“Thank you for your passion and wisdom by faithfully speaking the truth to business people! These messages are critical at such a time as this!!”  
– Michael Allen, CEO, Ventura Mfg.

“Robert Porter Lynch is my ‘Trust Advisor;’ absolutely the best!”  
– Michael Kerrigan, Author: *Characters with Character*

“The most compelling and insightful framework about trust yet. Robert’s insights about how to turning trust into competitive advantage and economic return are unexcelled. Senior executives will benefit enormously from his monumental work.”  
– Paul R. Lawrence, Professor Emeritus, Harvard Business School; Author: *Driven to Lead*



“Exhilarating and Inspiring, this is the next breakthrough in alliances and human relationships. The Architecture of Trust in a Grand Unifying Principle that makes sense of lots of seemingly disparate phenomenon and ideas.”

– Tom Halle, Hitachi

“Robert Porter Lynch has discovered the missing code on Trust. There's an important difference between subject matter experts and real groundbreaking thinkers; he's definitely the latter. If there were one resource I'd turn to on matters of Trust, Mr. Lynch would be that thinker.” – Paul G. Stoltz, Ph.D. Author, *Adversity Advantage & Adversity Quotient*



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