

## The Innovation Bootcamp

[Creativity And Innovation Driving Business](#) is hosting engaging online Innovation Bootcamp Workshops to **Jumpstart Innovation** at your business. Learn how the Top Innovators **innovate and grow their business successfully** time and again, especially during economic cycles. **Unblock** your creativity, uncover and create game-changing innovations, and make exponential business growth a reality.

The Innovation Bootcamp is delivered live and online using Web conference technology! You only need a computer and 90 minutes a day to engage, interact and collaborate live, at home or at your office!



**The Innovation Bootcamp** will help you:

- 1. Become an Innovator at your Organization.
- 2. Unleash the Creativity of your Team.
- 3. Accelerate the Growth of your Business.

"Innovation distinguishes between a leader and a follower. Innovation has nothing to do with how many R&D dollars you have...It's about the people you have, how you're led, and how much you get it." - **Steve Jobs, Apple chief executive officer and co-founder.**

The Innovation Bootcamp consists of Six Online Interactive Workshops of 90 minutes each:

### 1. Leading with Innovation (1 session)

#### **The Business Case for Innovation**

The Current State of Business Innovation

The Disruptive Innovation Gap

The Innovation Index - Correlating Stock, Business, Innovation Performance

Measuring Business Innovation Success

[\(Video of the first workshop recorded on Dec 10, 2008\)](#)

### 2. Unblocking Creativity and Innovation (1 session)

#### **The Essential Processes and Skills**

Blocking Creativity and Innovation

Failures Driving Innovation  
Six Ways to Find Innovation  
Cycles of Innovation  
Leadership Driving Innovation  
([Video of the second workshop recorded on Dec 11, 2008](#))

### **3. Unleashing Team Innovation (1 session)**

#### **Great Teams Deliver Great Innovations**

Ten Traits of Creative Leaders  
Seven Characteristics of Effective Teams  
Examples of Effective Teams  
Ten Principles to Unleash Team Innovation  
Unlocking Team Creativity

([Video of the third workshop recorded on Dec 12, 2008](#))

### **4. and 5. Innovation Case Studies (2 sessions)**

#### **Learn how Top Innovators Lead with Innovation**

Topics include Co-creation, Business Models, Product and Process Innovation  
Apple - What makes it the #1 Innovative Company?  
Google's Innovation Strategy and performance vis-a-vis Yahoo  
Netflix Versus Blockbuster - Winner Takes All.  
Toyota's Innovation Factory - Innovation Assembly Line  
Strategic Innovation at Deloitte - Edge to Core to Edge

([Video of the fourth workshop recorded on Dec 15, 2008](#))

([Video of the fifth workshop recorded on Dec 16, 2008](#))

### **6. Building an Innovation Factory (1 session)**

#### **Make Innovation Happen at Your Organization**

Five Principles For Driving Successful Innovation  
Developing your Innovation and Creativity  
Create a Business Case for Innovation  
Implementing Innovation Models at Your Business

([Video of the sixth workshop recorded on Dec 17, 2008](#))

#### **The Innovation Bootcamp will help you:**

1. Create real strategies, tools, and techniques to unleash innovation at your organization.
2. Prepare you and your team to convert ideas and creativity into successful innovation.
3. Enable you to accelerate and grow your business profitably.

#### **Who should register?**

**Entrepreneurs, Managers, Leaders, Marketers, Product Managers, Technologists, Engineers, Professors, Business and Engineering Professionals, Marketing Executives, Information Executives, Team Leaders, Consultants, Sales Managers, Strategists, Product Marketers, Innovators, Business Development Managers** - Anyone who wants to excel at Innovation

#### **Why I should attend?**

Challenge your mind. Think different. Be innovative. Create new ideas. Increase your team innovation. Accelerate and grow your business. Become an innovator and entrepreneur. We guarantee that you will be inspired and ready after attending the Innovation Bootcamp to jumpstart new innovations at your business.

**Register Today** for the live, online Innovation Bootcamp. **Registration is limited to only 15 attendees per Bootcamp.**

## The Innovation Bootcamp Schedule

The Innovation Bootcamp Workshop will be delivered **live and online** on the following dates and time:

### 2009 Innovation Bootcamps

Bootcamp One: Wednesdays - January 7, 14, 21, 28, February 4, 11 Time: 11:30 am until 1:00 pm

Bootcamp Two: Thursdays - January 8, 15, 22, 29, February 5, 12 Time: 9:30 am until 11:00 am

Bootcamp Three: Fridays - January 9, 16, 23, 30, February 6, 13 Time: 11:30 am until 1:00 pm

Bootcamp Four: Mondays - January 12, 19, 26, February 2, 9, 16 Time: 9:30 am until 11:00 am

Bootcamp Five: Tuesdays - January 13, 20, 27, February 3, 10, 17 Time: 11:30 am until 1:00 pm

Bootcamp Six: Wednesdays - February 18, 25, March 4, 11, 18, 25 Time: 9:30 am until 11:00 am

Bootcamp Seven: Thursdays - February 19, 26 March 5, 12, 19, 26 Time: 11:30 am until 1:00 pm

Bootcamp Eight: Fridays - February 20, 27 March 6, 13, 20, 27 Time: 9:30 am until 11:00 am

All times in Pacific time zone. You only need to register for one of the bootcamps. If you miss one session, no worries... you can make up a session in the next bootcamp or watch a recorded session.

### An Investment Well Worth the Cost

The Innovation Bootcamp only costs \$399. What does \$399 give you? Live, online coaching with top innovator in the nation, ultimate Innovation eBook and pertinent materials to help you innovate at work (a \$100 value), Innovation Bootcamp certificate from Creativity And Innovation Driving Business, and a paid subscription to our Business Innovation monthly report for one year (a \$120 value).

### You can Register by Email, Phone or Fax:

Please email us your form at: [info@innovationmain.com](mailto:info@innovationmain.com) or fax us your complete registration information at: 1-949-861-9320 or call us at: 1-877-904-6660 to register.

You only need a computer with sound card to attend the live, online workshops from your office or home. It is convenient, flexible and effective.

[Contact Us today](#) if you would like us to deliver the Innovation Bootcamp for your organization at a convenient time.

### Collaboration with Top University in the Nation

*"Focus on building the organizational capabilities that allow a firm to create the capacity for continuous innovation."* Leonard Lane, Senior Assistant Dean MBA Programs, University of California, Irvine

Creativity And Innovation Driving Business is honored to partner with University of California, Irvine, The Paul Merage School of Business towards offering the accelerated Innovation Bootcamp as part of the Strategic Innovation Class in 2009.

### About Creativity and Innovation Driving Business

The mission of **Creativity and Innovation Driving Business** is to provide no-nonsense insights, strategy and solutions with proven processes that drive **Creativity** and **Innovation** at your business, create real market growth and success for your products and services, and achieve market leadership. We have considerable experience and expertise in working with small, growing and established companies, various departments and distributed teams.

Phone: +1-877-904-6660 Fax: +1-949-861-9320 Email: [info@innovationmain.com](mailto:info@innovationmain.com)

We are located in Irvine, California