Innovation is improving existing products or services, but it can also mean creating something fresh (new, original or improved) that creates value. How does your organization nurture creativity within the organization? Does it promote the innovative mindset at all levels? This workshop will explore ways to build a culture of innovation thereby securing your competitive edge for future growth.

During this course we will:

- Understand the Importance of Innovation and Risk-taking for Success
- Unleash the Full Power of Your Creative and Innovative Potential
- Assess the Idea’s Feasibility and Risk
- Learn the Process of Innovation and Continuous Improvement
- Explore Changes in Your Internal Practices that Will Promote Innovation in Your Culture
- and More!

This will be a very fun, interactive and hands-on course. Questions, examples and group discussions will be an integral part of learning during this session. Worksheets, innovation plans and other resources will be provided to all participants.

Jeanne Dau, MBA, CEDFP is the President of Dau Consulting. For the past 20 years, she has coached hundreds of organizations on strategic planning, business development, sales, marketing, customer service, leadership and innovation. She directed business outreach departments for Eastern Illinois University and Northwest Missouri State University. Jeanne has been instrumental in creating four nonprofit organizations and teaches ClassE, a high school entrepreneurship class where you learn by doing. She currently serves as Board President for the Sarah Bush Lincoln Health System and the Excellence in Education Foundation for Charleston. Jeanne and her husband Dean live in Charleston and have two grown children.

Creating a Culture of Innovation

Wednesday, April 29, 2015
1-5 pm
Lifespan Center, 11021 E. Co. Rd. 800N, Mattoon, IL
$149 ($129 for nonprofits or as part of the Growing Leaders Series)
Register Online at www.dauconsultingservices.com
For more info, contact Jeanne Dau at:
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