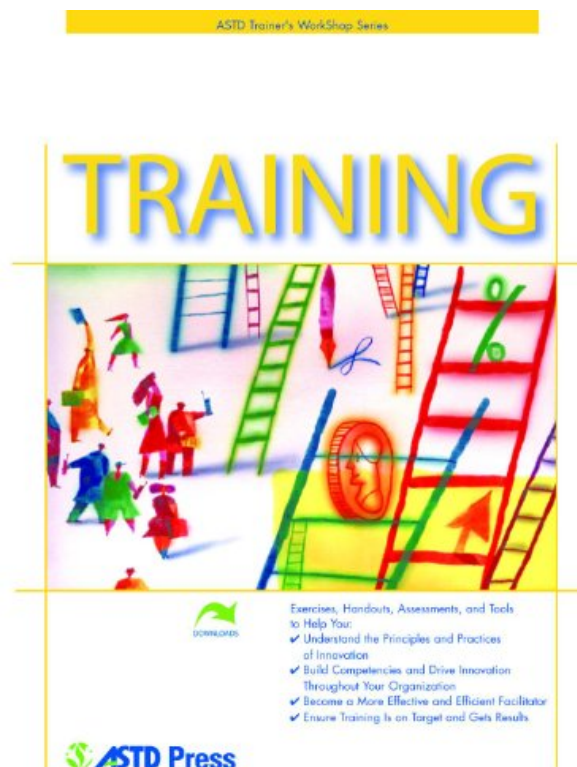


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Finally! Innovation Training gives trainers and group leaders the practical tools and guides to get innovation on track fast. It's a major contribution to this often misunderstood field. --George Land, Chairman, Leadership 2000, the FarSight Group

Innovation legends Ruth Ann Hattori and Joyce Wycoff have taken away all excuses for not taking action on innovation. Their new book makes it easy for everyone to think smarter and more creatively about profitable business innovation. It's a monumental work that gets to the true DNA of what drives success. --Doug Hall, Eureka! Ranch Founder/Chairman, Author of Jump Start your Business Brain

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About the Author

As co-founder of InnovationNetwork®®, Ruth Ann Hattori has studied how innovation occurs in countless organizations. She has created dozens of learning experiences for individuals and organizations of the topic of innovation, including the annual innovation conference, Convergence.

Having enjoyed remarkable success in the apparel industry for 20 years, Hattori brings a pragmatic business perspective to her work in both innovation and organizational effectiveness. After leaving her post as president of Rocky Mountain Clothing Co., she joined InnovationNetwork, during its transition from a professional association to a business education and virtual innovation resource center. She has led their InnovationUniversity program, written articles on innovation, and created innovation assessment tools.

In addition to her research and writing with InnovationNetwork, Hattori is a principal of Customer Contact Corporation (CÂ³), working directly with organizations to help them improve their collaborative and innovative practices. A founding fellow of InnovationUniversity and alumnus of the Creative Problem Solving Institute, Hattori is passionate about the people side of innovation. She has studied continuous improvement, behavioral linguistics, accelerated learning, and numerous art and creative techniques for learning, and has found a way to bring all of those elements together in a manner that helps organizations be more effective.

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Innovation Training will help you create training programs that foster an organization that thinks and acts with more creativity, collaborates more effectively, and implements new ideas more rigorously. The material in this book is appropriate for those who have never thought of themselves as creative and for those who are considered highly creative and innovative. *Also includes accompanying digital materials available for download.

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If you think innovation is a terrific idea, but have no clue how to inculcate it into your organization, you've come to the right place. Ruth Ann Hattori and Joyce Wycoff, innovation consultants, speakers, and corporate veterans, have written an instructive guide that is short on theory and long on practical application. To their credit, the authors spend little time discussing innovation psychology and principles. They are more concerned with outlining model training sessions and workshops where participants can acquire the skills they need in the real world. The book includes a CD with PowerPoint presentations and training materials that you can print and distribute. Imbedding innovation is not a rapid process, particularly within companies that have never embraced it. However, //getAbstract// believes these two authors make a compelling case for innovation and provide the material you need to launch a successful initiative.

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