

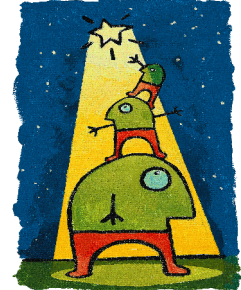
# BENEFITS

## Habits

*“Motivation is what gets you started. Habit is what keeps you going.”* Jim Ryun

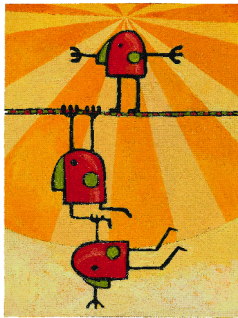
The key phrase in all of the benefits that follow is the **cultivation of habits**.

There is an important nuance of difference between practices and **habits**. A practice is there for the trying out. A **habit** means you've got it down. Best Practices are things an organization values. **Best Habits** are the valued things an organization does! Innovative **habits** are cultivated and they are what create growth.



## Employee Loyalty

*“Research indicates that workers have three prime needs: Interesting work, recognition for doing a good job, and being let in on things that are going on in the company.”* Zig Ziglar



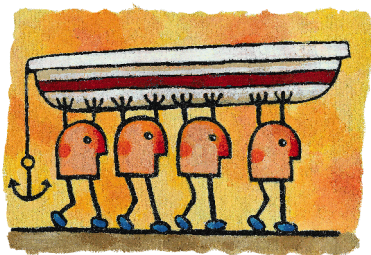
So much wisdom about your organization is contained in your employees of all levels. They know the ropes and they have ideas. The more fully and freely that workers can share what they know and what they think, the higher your employee loyalty will be. Guaranteed!

Innovators in Residence™ is designed to help you recognize your employees' collective wisdom, to mine their strengths and to give them every reason to stay committed to your organization in ways that are mutually healthy to both. Genuine employee appreciation is a **habit** worth cultivating.

## Power of Collaboration

*“The nature of innovation has changed... It's multi-disciplinary. It's collaborative.”*

Sam Palmisano, IBM CEO



Charlie and Maria Girsch were independent toy inventors for over 25 years. During that time they licensed more than 200 concepts worldwide. Ideas were their lifeblood. They completely and unabashedly insist that not a single toy or game they ever sold was solely the work of one person.

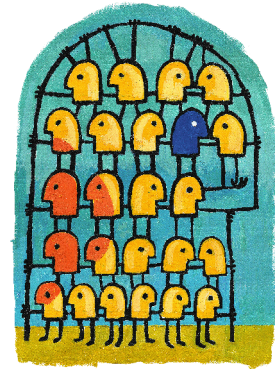
The professional innovators of the Innovators in Residence™ program bring collaboration to life because of their own real life experiences. That's all they know. Not a single one survived as “a lone genius.” We will not only imbue you with success stories but we will help you practice collaboration so as to form this powerful **habit** in your own culture.

## Differentiation

**“Be distinct or extinct.”** Tom Peters

Many of our clients have tried Total Quality Management, gone to Fish Camp, looked for their cheese, used Six Sigma to get lean-and-mean faster-better-cheaper and 360-ed their employees to discontent. The net effect is that these organizations find themselves grounded in “better sameness,” and their influence exists only in the “commodity economy” of same-old-in-a-new-color.

Our Innovators in Residence™ are committed to helping you find the innovation techniques that you need—not just to adopt temporarily but to turn into organization-wide **habits**. Your culture will automatically revert to these **habits** at the first signs of feeling stuck.



## Sustainability

**“You can do it. We can help.”** Home Depot



Classes, seminars and conferences can indeed inspire, but few of these offerings make a difference long term, because, typically, the attendees go back to their desks with virtually no practical way to turn their learning into a **habit**.

Innovators in Residence™ is designed to combat the now-what syndrome. For starters, the immersion feature ensures that we’ll be there with you and for you—not just for a half-day workshop but truly inside your organization.

Best of all, our signature perk is that we will come back several times in predetermined intervals to bolster your innovation **habits**. We’ll reinvigorate your innovation quotient. We’ll keep you sticking to the innovation highway. Think “traction” and “sustainability.”