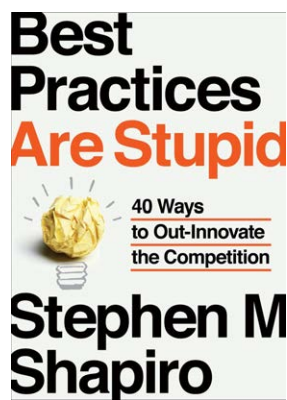




# LEADERSHIP USA® FEATURED FACULTY

## MONTHLY MEMBERSHIP SEMINAR

### Innovate the Way You Innovate: Creating a Pervasive Culture of Innovation



Well-intentioned leaders, in their attempts to boost innovation, are inadvertently destroying it. What if “thinking outside the box” actually kills innovation? What if failure is not a necessary component of innovation? It’s time to innovate the way you innovate. During this customizable and interactive session, you will discover that innovation isn’t just about generating occasional new ideas; it’s about staying consistently one step ahead of the competition.

#### Stephen Shapiro, CSP, CPAE

For over 20 years, Stephen Shapiro has presented his provocative strategies on innovation to audiences in 50 countries. During his 15-year tenure with the consulting firm Accenture, he led a 20,000-person innovation practice. He is the author of five books, including “Best Practices Are Stupid,” which was named the best innovation book of 2011. His Personality Poker® system has been used around the world to create high-performing innovation teams. In 2015 he was inducted into the Speaker Hall of Fame.



**Tuesday, July 16, 2019**

**Registration: 8:30 AM | Session: 9:00 AM - 2:30 PM**

**The Curtis Ballroom at the Landmark  
5345 Landmark Place, Greenwood Village, CO 80111**

#### **Competencies:**

Creativity/Innovation, Culture, Change

**Most Appropriate:** Level 1

**Next Appropriate:** Level 2