

Solving the **Execution** Challenge

through proven methodologies
designed to meet your specific needs.

International Thought Leader Network

Your Knowledge Solutions Partner for Executing Innovation

Executing an innovation initiative within an established organization is a complex proposition. At ITLN we accelerate and guide the evolution of growth inside organizations by providing the methods, knowledge and experience to help successfully execute innovation.

Our work is built on the findings of the largest innovation research project ever undertaken. The 10 year, privately funded, multi-million dollar study conducted by ITLN knowledge partners, Vijay Govindarajan and Chris Trimble from the Tuck School of Business at Dartmouth College, spans a wide range of innovation initiatives – including new processes, new products, new services, new markets, even entirely new businesses.

Our relationship with you begins by understanding your innovation objectives, specific needs and desired outcomes. Our solutions can be comprehensive or targeted based upon your unique requirements. Our commitment to you is to provide unparalleled expertise and support toward meeting your objectives through proven solutions and measurable results.

Visit us online at www.ithoughtleader.com.

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Overview of Services

ITLN provides enterprise level consulting and support services that enable organizations to successfully manage innovation and change initiatives.

The most vexing questions about innovation have little to do with the idea.

They have everything to do with how to execute innovative ideas. This is the key to your organizations' future. Leaders today must manage the present, selectively forget the past and collaboratively create the future.

The research tells us it is not about creativity, brainstorming, searching for ideas, or even selecting the best.

It is about execution. It is about moving from idea to impact. It is about achieving an idea's full potential without getting eaten or run-over by the very organization that is trying to bring it to life. It is about enabling a team in the present that can deliver you to your future.

Our research and experience support three models for making innovation happen (S, R, and C).

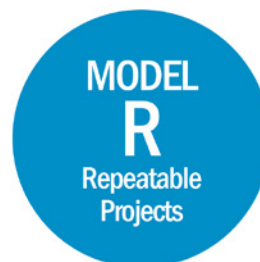
All three models are powerful. And all three models can be used simultaneously. What is crucial, however, is to match the right project to the right model. Model S is for small projects, Model R is for repeatable projects, and Model C is for custom projects.

Many companies already excel at Model S, Model R, or both. Even companies that do so, however, struggle to understand the limitations to these models. They have a poor understanding of when Model C is needed and how it works. Model C is the most robust but the most difficult of the three.

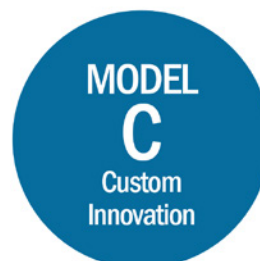
The most common mistake that companies make when pursuing Model C is to become enraptured with a prevalent but toxic innovation myth. The mistake is to imagine that the typical innovation story is a battle between an individual hero who engages in a heroic, long-odds battle against an oversized, life-draining bureaucracy — also known as the Performance Engine.



Requires a
Culture of
Innovation



Requires
Repeatable
Innovation
Competency



Requires a
Special Team
and a Special Plan

It's no mystery where this myth comes from. There are deep conflicts between innovation and ongoing operations. Predictably, however, the establishment fights back. The Performance Engine almost always wins, and innovation dies.

Companies need an alternative, one that begins with an acknowledgment that the forces that resist innovation are not the work of some sort of evil anti-change faction. They are not the result of laziness or timidity, nor can they be blamed on complacency, convention, or conservatism. To the contrary, these forces derive from the endeavors of good people doing good work.

Model Z addresses the incompatibilities between innovation and ongoing operations head on, through the creation of a special team and a special plan. The special team is a partnership between a dedicated team, which spends all of its time on the single innovation initiative, and a shared staff, which splits its time between the project and routine responsibilities. The special plan includes a unique set of objectives inherent in a rigorous test plan updated through a process of disciplined experimentation.

ITLN enables organizations to address the most overlooked challenge it faces: executing innovation as it competes for the present, while executing innovation for tomorrow.

We provide the strategic framework, tactical know-how, and operational support to both create a culture of innovation as well as internal competency in managing custom, and potentially breakthrough, innovation initiatives.

ITLN's consulting and support services include the following:

Assessments

Through a standard or custom based survey we take a snap shot of your organization's readiness and ability to execute innovation, major change efforts, strategy and breakthrough ideas. Our surveys utilize open ended questions to gather meaningful narrative and anecdotal examples, allowing for key themes to be analyzed and vetted in the process.

Consulting

Our consulting services include: needs and alignment interviews and assessments; project scoping and planning; and integration mapping for existing processes and initiatives.

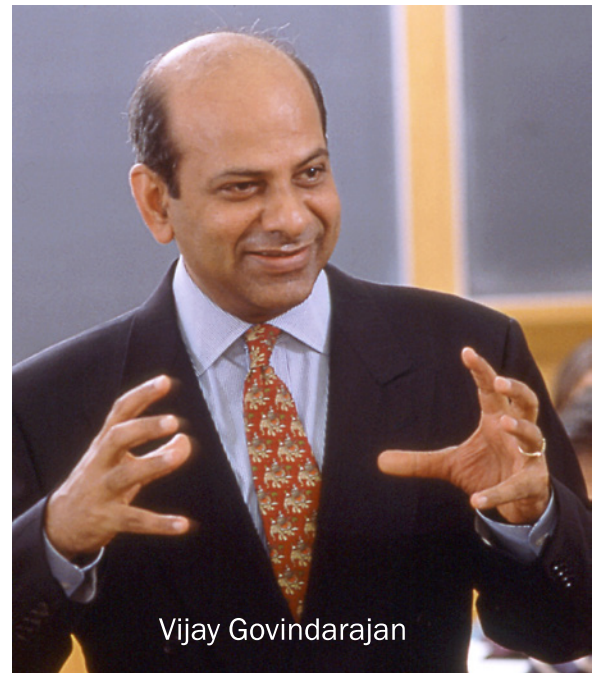
Coaching

Our coaching services include initial and ongoing action plan development as well as on-demand direction, support and evaluation for your leaders, dedicated teams and internal resources.

ITLN's consulting and support services include the following (continued):

Thought Leader Sessions

ITLN's faculty of renowned thought leaders are available for private C level consultation as well as senior team meetings and webinars. Such faculty includes international best-selling authors Vijay Govindarajan and Chris Trimble. Vijay was recently ranked #3 in the world on the Thinkers 50 List. Vijay and Chris have co-authored three international best-selling books including the 2012 book *Reverse Innovation* which reached the followings lists rankings: #1 *Wall Street Journal* Best Seller, #5 *New York Times* Best Seller, #1 *USA Today* Best Seller, #1 *Barnes & Noble* Best Seller, #1 *Amazon Business* Best Seller.



Vijay Govindarajan

Master Certification

We work with your internal resources to build in-house capability to support the training, facilitation and coaching of dedicated teams with both **Leading Innovation™** and **Leading Change™** programs.

Communication Management and Project Branding

We develop high stakes, critical and ongoing communication plans for key stakeholders; create critical process and execution maps; conduct program champion briefings, assist in core message development; and produce events and forums so that your people can recognize, understand and support key initiatives from launch forward.



Chris Trimble

Overview of Training and Customized Workshops

Our workshops are highly interactive, skill based and outcome focused. We are able to easily integrate your existing tools or linked content to maximize relevancy. All workshops are available in a standard or blended learning design.

Leading Innovation™

The Workshop About Moving From Idea to Impact In Order To Create A Successful Future

This workshop importantly goes beyond basic ideation and solves the critical “executing innovation,” challenge. Based on the works of International Best-Selling Authors, Vijay Govindarajan (First Professor in Residence and Chief Innovation Consultant for GE) and Chris Trimble Leading Innovation teaches individuals, dedicated teams and organizations how to build, support and successfully implement innovation initiatives. Leading Innovation is based upon their success in helping companies successfully execute innovation. Their 10 year privately funded research project had the singular goal of understanding what separates successful innovation initiatives from the rest. Both Vijay Govindarajan and Chris Trimble are world-renowned experts on strategy and innovation and currently serve on the faculty at the Tuck School of Business at Dartmouth College.

<http://ithoughtleader.com/leading-innovation>
www.HowStellaSavedtheFarm.com



Leading Innovation™ details Six Essential Principles to make innovation happen inside your organization. Workshop participants discover a straight-forward approach to executing an innovation initiative involving, in particular, a special kind of (dedicated) team and a special kind of (disciplined) plan.

The Parable

“How Stella Saved the Farm”, a required pre-read before attending the workshop, takes the key principles from the research and illuminates them through a captivating storyline. The parable invites the reader to join a group of high spirited animals who run a present-day Animal Farm. Their success has been challenged by advances in farming technology and the possibility they may have to sell out is very real. A new leader hopes to find a way to once again deliver the promise of prosperity to the animals. Something must be done if the hopes and dreams of the farm are to live again. It’s a wild and woolly yarn about innovation, full of familiar challenges.

Who Should Participate?

Innovation Leaders:

You own the plan for the initiative more than any other person even though in most cases you will not have complete control.

Members of the Team:

The best-prepared team members fully understand the challenges their leaders face and what will be expected of them on the frontiers of an Innovation Initiative, where the trusted rules don't make sense.

Mid Level Managers and Executives:

These important leaders must understand the foundations of innovation in order to support the process from their position.

Supervising Executives:

The innovation leader reports to the supervising executive, who has critical and demanding responsibilities in successful execution of innovation initiatives.

CEOs and Chief Innovation Officers:

To reach their highest aspirations, CEOs and chief innovation officers must scale up from single innovation projects to routine innovation success. They must institutionalize innovation.

Performance Engine Leaders who Support an Innovation Initiative:

These leaders must understand the conflicts between innovation and ongoing operations and how best to support innovation initiatives while sustaining excellence in ongoing operations.

Innovation Coaches and Facilitators:

These leaders facilitate learning the foundations of innovation and provide practical support throughout the execution of the innovation initiative.

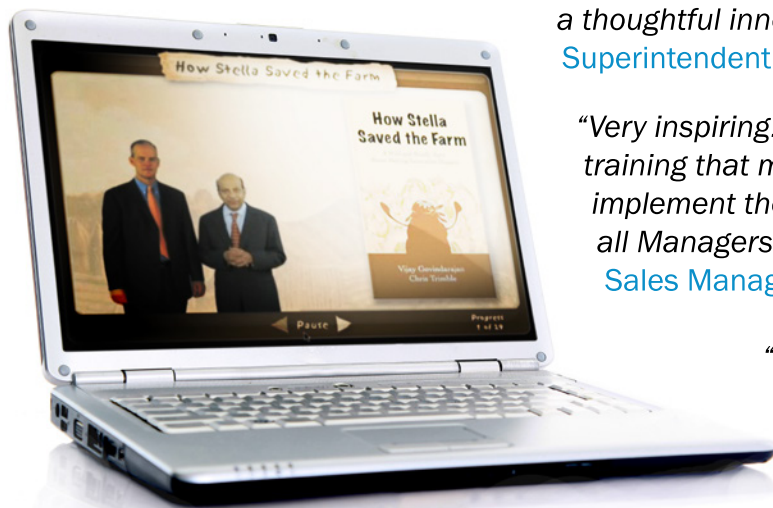
What are people saying?

"Extremely valuable. It really hit the mark for us. As a very large and complex company, we are not short on innovative ideas, but the challenge comes in executing across multiple organizations. We came away with new insights and actionable ideas for us to implement. Your customer service has been amazing! Thanks for a great experience!" – Kathy O'Hara, Leadership and Organization Development Manager AT&T Consumer IT

"The Inside Innovation workshop sets up participants for a thoughtful innovation process." – Dr. Dennis Peterson, Superintendent, Minnetonka (MN) Public Schools

"Very inspiring! The metaphor used engaged the mind. A training that makes you want to quickly go back to base and implement the skills learned. It should be a MUST attend for all Managers in the organization." – Amina Usman, Senior Sales Manager (West), Sales & Distribution, MTN Group

"I would highly recommend this workshop for anybody that has intent to start an innovation initiative." – Loo Soon Kam TT Innovation Centre Sdn Bhd



Overview of Tools and Resources

Our learning and execution solutions are built to ensure impact, relevancy and sustainability. Whether you are a leader, part of a dedicated innovation team or a Human Resources, Training or Organizational Development Professional, we offer an array of tools that will fit your current situation and accelerate progress toward your end goals.



Online Project Tracking and Acceleration Tools

ITLN clients have access to online innovation and change tools to support learning, planning, project management and implementation. Our collaborative toolset allows people to track their progress, update projects (independently or simultaneously), establish alignment on project needs and next steps, and obtain “at a glance” insight into project team status.

Additional Resources

White papers, case studies and related resources are also available for portal use or can be accessed through blogs and selected links at www.ithoughtleader.com, and www.HowStellaSavedtheFarm and www.OrangeFrogBook.com.



Company Profile



About Us

For over two decades, the founders, principals, and executives of International Thought Leader Network (ITLN) have worked with the world's most distinguished thought leaders to deliver Big Ideas and Best Practices to leaders at all levels, managing a global workforce, and competing for the future. Our vision has always been to create impact by delivering knowledge solutions that can change the world.

ITLN has designed, developed, and successfully executed enterprise level change solutions in 22 countries for the world's most sought after thought leaders. These include Harvard's John Kotter and Vijay Govindarajan, (today's #1 guru on innovation execution, and the founding director of Tuck's Center for Global Leadership).

Today, we serve a marquee list of US and international clients as well as a global network of licensed partners and distributors.

To Contact Us

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Our Mission

To make a positive and profitable difference for our clients through strong collaborative relationships and sustainable solutions

Our Vision

To create impact by delivering knowledge solutions that can change the world.

Operating Values

Ethics

- Show consistency between our words and actions
- Make value-based decisions
- Protect both our partners and customers proprietary information
- Provide powerful solutions that achieve results

Honoring Relationships

- Give and receive open, honest, and timely feedback
- Manage conflict to obtain win-win solutions
- Always assume positive intent
- Celebrate Successes

Quest for Excellence

- Exceed our customer's expectations
- Honor "Semper Gumby" (always flexible, nimble and agile)
- Take responsibility/accept accountability
- Proactively listen to our partners/customers and take appropriate action

Continuous Learning Channel

- Share our best practices and learn from our mistakes
- Model and mentor each other's growth and development.
- Collaborate with our partners and clients to constantly innovate and improve our offerings, products, services and solutions