

Turning Creativity into Money™ 1-Day Innovation Lab

Overview:

The **Turning Creativity into Money™ 1-Day Innovation Lab** is a powerful business program that lives at the intersection of leadership, innovation, and change. Specifically designed for fast moving organizations that want to increase growth, stand out from the competition, and be seen as one of the “cool kids” in their industry, this program is laser-focused on fast results for leaders and their teams.

The Lab consists of three modules that zero in on the three phases of the innovation process:

1. **IDEATION:** This is the “light bulb” phase, where you generate the ideas that will drive your innovation.
2. **EVALUATION:** In this phase, you wield the judge’s gavel as you decide, through a step-by-step process, which idea(s) you will pursue.
3. **IMPLEMENTATION:** This is where you plan a course of action to bring your idea to the marketplace in order to start making money.

And we do all of this in one intense, highly focused day.

You and your team will work directly with Bill Stainton over Zoom. The day will consist of three targeted strategy sessions and a final wrap-up session where next steps will be discussed. In between each session, you and your team will be engaged in hands-on work periods where you apply the strategies directly to your unique situation. By the end of the day, you’ll have generated dozens of ideas, know which one(s) to focus on, and have a strategic game plan so you can immediately begin to achieve your goal.

The fee for your 1-Day Lab is payable in advance and is non-refundable.

“Your presentation was stellar — not just because it was substantive and compelling in its appeal to intellect — but also because it was creative, fun, high energy, and tailored to our audience. You had their undivided attention from beginning to end, and feedback from our members was universally enthusiastic!”

*~ Randall Allen, Executive Director
Kansas Association of Counties*

Results Clients Receive:

Here is a partial list of results clients can typically expect during this Lab (results vary based on client-chosen area of focus):

- Immediately actionable ideas that result in greater profits for your organization
- A practical innovation model that can be used repeatedly for continuous results
- Team members who are motivated, engaged, and all on the same page
- Competitive advantage and increased distinction in the industry and marketplace
- A systematic strategy process that is applicable to any business (or personal) situation
- Stronger positioning with clients and customers
- New products/services and expanded markets for existing products/services
- Better collaboration within the team by working together toward a shared vision
- Tools for increased responsiveness to a turbulent and changing world
- A proactive blueprint for conquering challenges and capitalizing on opportunities

Bill Stainton Biography:

Bill Stainton has been helping leaders and their teams gain competitive advantage through innovation since 2001. Before that, he won 29 Emmy Awards as the Executive Producer of the highest rated local comedy TV show in the United States. Bill has written four books, including *The Innovation Blueprint*. Bill helps clients generate, evaluate, and implement the creative ideas that keep their competitors up at night.

“When Bill Stainton works with your team, you and your team are guaranteed a top-rated, excellent serving that will energize, mesmerize, and recharge you. Bill will engage you with meaningful, useful, and fun tools and tactics to gracefully and confidently work with and manage continuous change.”

*~ Meta Dooley, Senior VP
CHI Franciscan Health*