

ONLINE SELF-STUDY COURSE



BeTHINKACT™

Leading the Innovation Process from Start to Finish

With the BeThinkAct™ innovation process, you can master the single most important, highest priority driver of career and business success today — the capacity to BE innovative, THINK innovatively and ACT innovatively in your daily work.

BeThinkAct™ guides you to practice and lead the art and discipline of innovation, based in good character and values, from start to finish. It provides a robust model that can be applied to any work project, large or small, simple or complex, local or global. It can also be used across functions, cultures and stakeholders, inside and outside the organization.

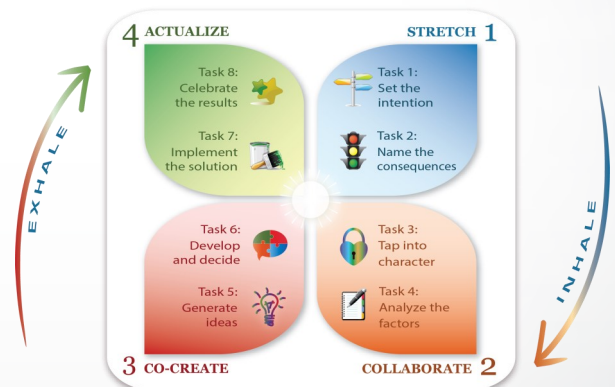
When you combine your talents and leadership skills with the BeThinkAct™ innovation process, you will:

- Achieve your performance accountabilities with a strong sense of personal fulfillment
- Accelerate your innovative efforts by gathering the “raw material” before generating ideas and formulating the best solution
- Maintain momentum throughout the process, even during the ups and downs of innovative work
- Share leadership during the innovation process, task by task, to increase engagement throughout
- Break down the barriers that inhibit cross-functional, cross-cultural collaboration
- Produce new knowledge and tangible results

Audience: Senior leaders, mid- and entry-level leaders, project leaders

Duration of course: Videos—110 minutes + study and application time

Includes: Self-assessment with customized profile



BETHINKACT™ FOR LEADERS

COURSE OUTLINE

1. Introduction



Overview of the course (5:13)



Innovation Process course outline



Demystifying innovation (3:39)



See what you've learned

01

2. Innovation Process Model

Tell a story with 8 questions (2:47)

See what you've learned

Story template with 8 questions

Introduction to the model (8:44)

See what you've learned



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3. Unique Features & FAQs



Unique features of the model (4:52)



See what you've learned



Frequently asked questions (11:19)



Booklet of FAQs



See what you've learned

03

4. Start Using Today

Use the innovation process today (1:38)

2-page Overview/Apply today

See what you've learned

Develop a presentation or proposal (6:04)

See what you've learned

Template for presentation/proposal



04

5. IP Self-Assessment



Innovation Process self-assessment (4:35)



See what you've learned



Link to take IP self-assessment



The IP personal profile (9:14)



Sample personal profile



See what you've learned

05

6. Apply the Inhale Stages

Stretch stage: Tasks 1 & 2 (5:46)

See what you've learned

Quick Trip workbook

Collaborate stage: Tasks 3 & 4 (6:59)

See what you've learned

Examine your "Inhale" practices (2:42)

See what you've learned



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7. Apply the Exhale Stages



Co-Create stage: Task 5 (8:34)



Co-Create stage: Task 6 (4:41)



See what you've learned



Actualize stage: Tasks 7 & 8 (4:04)



See what you've learned



Examine your "Exhale" practices (7:46)



See what you've learned

07

8. Stretch Goals & Closing

Setting stretch goals (7:06)

See what you've learned

Tools and techniques (2:51)

See what you've learned

Closing and 1-2-3 method (3:11)

Certificate of completion



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