



un-kill innovation

one-day workshop that will **transform** how you think about innovation in your company

Changing the culture of creativity and innovation in your company is a complex and scary matter. We therefore developed the "Un-Kill Innovation" workshop to make things simpler. This one-day workshop will **forever change how you think about innovation in your company**. Prior Fortune 500 participants described it as "transformational." There is no preparation or further commitment required beyond a one-day workshop. The workshop is made of lectures, interaction, creativity exercises, and discussion.

who is it for?

The workshop is designed for the company's executive management, from CEO to team leaders. It can be modified into a half-day workshop for boards of directors. Each workshop is limited to 16 participants.

part 1: introduction

- research- and experience-based approach
- the link between repeatable innovation and financial results
- between creativity and innovation
- the role of motivation in creativity and innovation

part 2: corporate climate

- hiring creative people
- organizational climate factors affecting creativity
- creativity in public companies



part 3: team dynamics

- team diversity and member selection
- team dynamics and the role of team building
- the role of the team leader



part 4: individual creativity

- 3,000 ideas, one market success
- great ideas are not accidental
- how does the organization play a role?



part 5: ideation

- what to expect from an ideation session?
- design thinking
- TRIZ
- technology and industry forecasting

part 6: the boundary agreement

- from "innovation funnel" to trust
- 4 elements of a successful business plan
- the boundary agreement



What people say:

Yoram's workshop helped us think outside the box... I would recommend the workshop to stimulate the thinking... how to create an environment which fosters innovation.

- David Lacinski, Sr. Director Strategy, Qorvo

Yoram is a content-expert on "innovation in the workplace." I appreciate all he has taught me on this important organizational subject!

- Deborah Shute, VP of Human Resources, Essilor

Yoram's great sense of humor is most evident when he is giving presentations. The fun you have... helps to bring out his key messages that he's artfully delivering.

- Glyn Roberts, President, WiMedia

...insightful and always an active contributor and leader. And, Yoram has a great sense of humor.

- Mark Sinclair, Partner at Whitley Penn

...visionary in the high-tech arena... rare ability to put technology into digestible terms... a strategic thinker and remarkably creative. His passion and thought leadership are his hallmarks.

- Jen Anderson, Strategist, Texas Instruments

Yoram is simply the best technology strategist... He is always three moves ahead.

- Michael Stich, Chief Innovation Officer, Rockfish

Yoram is one of the smartest people I know... clear and logical communicator... thoughtful in his style of communication.

- Matthew Shoemake, CEO, Biscotti

Yoram developed a clear concise strategic vision for our wireless development. He was between 2 to 5 years ahead of the marketplace. Yoram has a wonderfully strategic mind.

- Drew Wahl, CFO, PCTEL

I enjoyed Dr. Solomon's presentation at the Association for Strategic Planning Annual Conference...

- Cynthia Schrager, UC Berkeley