

Creating a culture of innovation.

Roger Martin's new book, *The Design of Business* describes how organizations can go beyond analytical thinking, which is rooted in the past, and intuitive thinking, which is not sufficiently systematic for organizations to trust, to design thinking which helps organizations innovate more consistently than their competitors and thereby attain and retain competitive advantage.

Roger Martin is Dean of Rotman School of Management at the University of Toronto and a senior advisor to CEO's of leading global firms. He is devoted to transforming business education and the practice of management through Design and Integrative Thinking.

Roger is retained by leading corporations and non-profits for:

- Speaking Engagements
- Workshops
- Advisory

On the following devotions:

- Integrative Thinking™
- Design Thinking
- Strategic Choice Architecture
- Incentives, Executive Compensation & Governance
- Jurisdictional Competitiveness and Prosperity
- Social Innovation

For books, articles, columns, blogs, videos and podcasts on these subjects, please visit www.rogerlmartin.com

WHAT IT DOES:

Helps organizations innovate more successfully and consistently through design thinking.

WHO IS IT FOR?:

Organizations that are frustrated with their pace of innovation relative to competitors and wish to make a step-change improvement in the pace and impact of their innovation efforts.

OFFERINGS:

Speaking Engagements: Presentation and follow up discussion on *The Design of Business*. Explains how knowledge advances using the Knowledge Funnel. Helps organizations understand the challenge of Reliability versus Validity. Introduces design thinking as the form of reasoning that bridges analytical thinking and intuitive thinking. Provides advice to designers and business people for working more productively with one another.

Workshops: One-day executive workshop on *The Design of Business*. Teaches the Knowledge Funnel concept and works with participants to identify key blockages to the funnel in their organization. Teaches concept of Reliability vs. Validity and applies learnings to the key blockages identified earlier. Break out sessions work on applying design thinking tools to overcome the blockages. Teaches the Personal Knowledge System for design thinkers. Break out group work on personal action plans going forward.

Advisory: Advisory work with organizations on key innovation/design thinking challenges. Works through specific project through observation, imagination and configuration stages. Aimed at producing a solution to the innovation challenge at hand.

RESULTS:

Executives and managers capable of unblocking impediments to the advance of knowledge and systematically improving innovation speed and capacity.

COST:

Please call 212.706.0812 for costs of various offerings.

REPRESENTATIVE CLIENTS:

Procter & Gamble, Microsoft, Target, Design Indaba, AIGA, Connecting '07