

transcend change

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innovation**cultures**.com

a nexus for change agents



## **why innovation now?**

**strategic advantage service delivery imperatives  
enterprise transformation product development  
emerging markets**

# **doing more with less**

**Dear Colleague,**

Most organizations are in a state of transformation. Businesses and governments alike must address the challenge of managing change.

Intervista's new **innovationcultures** program has been designed to align your team for enterprise transformation.

This enterprise learning series includes executive web lectures, briefing videos, in-depth reports, pod casts and practical web-based resources.

Bridging academic research and real world practices, our vendor-independent thought leaders provide insight and synthesis into emerging disciplines that enable innovation. These timely resources provide an easy-to-share way to increase executive awareness and foster a culture of innovation.

This is an essential tool for change agents. Don't miss this opportunity to learn and share best practices for implementing the future of your organization.

Teresa Di Cairano  
Executive Director

Robert Mazerolle  
Executive Director

**strategies to get you there**



**social innovation public sector innovation business model  
services innovation business model innovation  
business process innovation**

The **innovationcultures** program is a executive e-learning / advisory series that's squarely designed to support **transformation** initiatives and **innovation**.

And let's face it: everyone who is a leader is indeed a **leader of change**. But that doesn't automatically make of everyone a change manager - that must be learned.

**your entire team will benefit**

**chief innovation officer strategist innovation director  
chief information officer planner business architect  
design lead product/program director change agent**





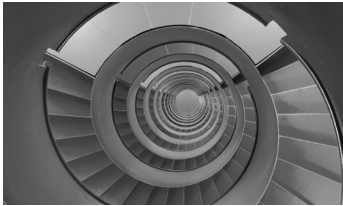
**easy to share on-line deliverables**

**research reports web lectures videos & pod casts**

**take your innovation to the next level**

## **This executive e-learning /advisory program**

A variety of themes relating to managing innovation and change will be explored each year. Depending on the maturity of the issues, and to accommodate different learning styles, different formats will be used. These include researched web lectures, reports, videos, pod casts and more.



**the innovation****cultures** program >>



## think

### innovative thinking

From exploration to insights, participants will learn essential processes that enable breakthrough innovation strategies.



## design

### why design now?

From problem-finding to solution-finding, design is more and more recognized as a key enabler of innovation.



## collaborate

### open innovation

Learn approaches to leverage talent, customers and citizens alike for on ongoing innovation advantage.



## lead

### change leaders

Successful innovation requires the right mix of risk, human capital and implementation discipline.



**understanding** the fuzzy front end exploration  
trends learning discovery ideation creativity  
insights incremental strategies breakthrough  
**innovation strategies**



**think**

**design**



**understanding design** research ethnography  
meaning usability emotional design concepts prototypes  
experience design services design human factors  
**creating what people really need**



**collaborative approaches** talent place clusters  
knowledge management participatory innovation  
global innovation collaboration technologies  
**open innovation**



**collaborate**

**lead**



**leading** innovation portfolio change management  
branding implementation policy capitalization risk  
management organizational design human capital  
**a culture of innovation**

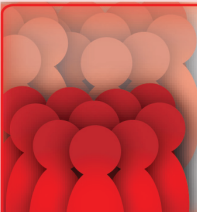


increase executive awareness manage change  
ensure consistent learning facilitate buy-in across the  
enterprise enable collaboration foster a culture of innovation

**subscribe today**

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1 800 397 9744

annual enterprise plans



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Call us at 1 800 397 9744.

Lead change. Take innovation across the organization with this cost-effective enterprise e-learning/advisory plan.

The **innovationcultures** learning and advisory program is cost-effective knowledge experience for change agents.

# questions&answers QA



## **Why** should I subscribe or renew to innovation**cultures**?

If you need to do more with less, **innovationcultures** is the program for you. It is a cost-effective way to enable change in your organization. As innovation leadership is an emerging discipline, our online learning sessions and knowledge media will provide your team with just-in-time know how. This timely and well-researched program seeks to provide a balance between academic insights and real-world honed best practices and methodologies. We also review innovation stories that connect us with the change agent community at large.

## **What** will the innovation**cultures** program consist of?

A variety of themes relating to managing innovation and change will be explored each year. Depending on the maturity of the issues, and to accommodate different learning styles, different formats will be used. These include researched web lectures, reports, videos, pod casts and more.

## **Who** can use the subscription to innovation**cultures**?

Your annual subscription is available to registered users from your organization. As innovation is a collaborative process, we encourage team registration for an optimal learning experience.

## **When** do I access programs from innovation**cultures**?

All deliverables are available for 24/7 access for registered subscribers. Registered users will be advised by email of the latest release. All live web lectures will also be archived for later access.

## **How** do I subscribe to innovation**cultures**?

Complete the **innovationcultures** registration form for your organization as well as the list of authorized users. Payment can be made by credit card (MasterCard, Visa or American Express) or will be invoiced. Subscriptions will be invoiced annually or quarterly according to your preference.

## **Where** can registered users come from?

The **innovationcultures** program is primarily web-based. You can authorize users in your organization from different offices or different parts of the country or world to better collaborate and leverage your growing innovation know how.-

## **About Intervista**

Intervista Institute develops executive education programs and knowledge media on emerging concepts in enterprise strategy and innovation. Intervista's thought leadership enables enterprise transformation. Already well-known for its CIO development programs, over 8000 executives and change agents have chosen Intervista's programs for strategic advancement.

Discover the persuasive power of concise video briefings, the insight of in-depth executive reports and the convenience of web-based learning and collaboration resources. **Subscribe today.**

## a smarter way to get there

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a nexus for change agents

### Who will benefit:

Chief Innovation Officer  
Vice-President / Director  
Strategic Planner  
Chief Design Officer  
Chief Information Officer (CIO)  
Program Director / Manager  
Vice President / Director  
Research and Development Lead  
Service / Product / Program Design  
Business / Enterprise Architect  
Information Architect  
Product Manager  
Project Manager / Leader  
Knowledge Management Specialist  
Change Management Specialist  
Tier 1 IS / Innovation Consultant  
Human Factors Specialist  
Business Analyst  
Business Process Specialist  
Policy Analyst



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### Join our community of change agents

(partial list of clients)

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Deutsche Bank • AXA Equitable • State of New York • United Space Alliance  
The Royal Canadian Mint • Sun Microsystems • SAS Institute • GlaxoSmithKline  
Aetna • Jet Propulsion Lab • State Controller's Office of California • Fannie  
Mae IRS • Lockheed Martin Corporation • Pfizer Inc • JP Morgan Chase  
International Civil Aviation Organization • Microsoft • National Research Council  
Shell • Atomic Energy Canada • Federal Reserve Bank • Starbucks Coffee  
Corp. Verizon Business • Royal Canadian Mint • University of Toronto • MetLife  
Siemens Nielson Media Research • US Dept. of Treasury • Pratt & Whitney • SAP  
Reader's Digest • Sears • EDS • Imperial Oil • PricewaterhouseCoopers • Xerox  
Peace Corps • Boeing • Lexis-Nexis • Aetna • Exxon • U.S. Mint • McDonald's  
Nike • Westinghouse • Nokia Research • Gillette • Liberty Mutual Corp. • Sprint  
Fujitsu Consulting • Dept. of Commerce • Dept. of Agriculture • Foreign Affairs  
Dept. of National Defence • L.G.S. • RBC Financial Group • U.S. Geological  
Survey Rochester Institute of Technology • Treasury Board • Veteran's Affairs  
CGI Public Works • LSI Logic Corp. • Dept. of Education • NASA • Revenue  
Canada Management Board Secretariat • Army National Guard • RCMP • Nortel  
Dept. of Health & Human Services • BAE Systems • Glaxco Wellcome  
University of BC • Alberta Energy • Imperial Oil • Intel • M.I.T. • California State  
Teacher's Retirement System • World Bank • SAIC • The White House