

## One-Day Workshop: Resource Management Series

# Innovation and Cognitive Agility

## The Keys to Discovering and Implementing Strategic Innovations

*“Don’t be trapped by dogma—which is living with the results of other people’s thinking. Don’t let the noise of other’s opinions drown out your own inner voice.” — Steve Jobs, Apple*

Have you ever worked on an assignment with a team and experienced the gnawing feeling your ideas were just not good enough? Worse than that, you had to submit the ideas you had developed knowing they could have been better. If so, it is quite possible you and your team were not operating with cognitive agility—a team’s ability to revise existing expertise, rooted in older ways of thinking and doing, into new frameworks to tackle problems and opportunities in novel ways. The



converse is cognitive rigidity, where a team is impervious to new data, being dominated by a rigid framework that acts to filter out new information that may be relevant, creating blind spots.

Innovation and cognitive agility are the core capabilities companies need to deliver higher levels of value to customers, achieve better margins, and differentiate themselves from competitors. The fact is some companies are better at strategic innovation than others; the successful companies tap a higher level of cognitive agility creating better products, services, and business models.

Strategic Innovation refers to the development of game changing ideas, like the i-Pod, facebook.com, or Bank of America’s “Keep-the-Change” program. These ideas became innovations that were inspired by uncommon connections and were enabled by high levels of mental flexibility, openness, and vigilance, the core elements of Cognitive Agility.

In this one-day workshop, you will explore your personal level of cognitive agility and how to use this to form and lead a highly innovative team. You will understand the strengths and weaknesses of your, and your team’s, *Cognitive Agility Profile* and how you can best meet the challenges of your projects. You will learn how other leaders have used this knowledge to create breakthrough ideas. The session will utilize innovation simulations and timely case studies.



**Dr. David Sutherland** is a well known international expert in the area of innovation management and the application of new cognitive models to create great business ideas. He has worked with companies like BMW, Apple, Nike, and Bank of America to tap their “latent innovation potential.” He consults and lectures to companies on five continents. Dr. Sutherland is Founder and Managing Director of Launch Institute, an international firm focusing on strategic innovation, and a UGA Terry College of Business strategic partner.

### UGA One-Day Workshop

Date Option #1: Friday, April 24, 2009

Date Option #2: Friday, October 23, 2009

Registration Hotline: 1-866-238-0756

The University of Georgia  
**TERRY COLLEGE OF BUSINESS**

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