

DO YOU WANT  
AN INNOVATIVE  
CULTURE DRIVING  
YOUR COMPANY?

# CAN YOUR COMPANY STRIKE THE PROPER BALANCE BETWEEN THE DREAMERS AND THE DOERS?

The most innovative companies have learned to master the balance between their divergent and convergent thinkers – the Idea Monkey and (Ring)leader mindsets – to create this culture. This presentation will help your teams celebrate both the big idea people and the operators who make sure the most important ideas actually happen. Your leaders will understand their own strengths and weaknesses and learn practices to keep their teams balanced and highly functioning.

## KEY INNOVATION LEARNING POINTS

- » How to leverage the strengths of Idea Monkeys and (Ring)leaders
- » How to help your teams develop the innovator's mindset
- » How to create a balanced portfolio of new offerings
- » Simple innovation practices that the best companies have discovered and adapted
- » Techniques to get the most out of your creatives and the operators

Mike Maddock's fun and interactive presentation has consistently rated a 9.5+ for Young Presidents' Organization, Vistage and business conferences around the world. The speech is based on Mike's second book *Free The Idea Monkey...to focus on what matters most!* and shows you how to manage the healthy and essential tension between the divergent and convergent thinkers on your team. This program will give both Idea Monkeys and (Ring)leaders ideas on how to get the most out of themselves and the people they manage.

**Mike Maddock** loves to solve problems with disruptive ideas. He inspires and empowers clients to find "what's next" for their organizations. This passion for problem solving led him to establish Maddock Douglas, Inc. in 1991. Maddock Douglas has become an internationally recognized innovation agency. Mike is a featured columnist for Forbes, a contributor to Bloomberg Businessweek and the author of three books about innovation. He is also a past president of both the Entrepreneurs' Organization and Young Presidents' Organization.

## Mike's other books:



*Brand New: Solving the Innovation Paradox*



*Flirting With the Uninterested: Innovating in a "Sold, Not Bought" Category*

A serial entrepreneur, Mike is the founding partner of:



Honestly, Mike was a dream – he rocked three presentations in three cities in three days – we couldn't ask for more.

Steve Dobbins, SVP, Member Engagement, Vistage

Mike Maddock keynoted and ran a breakout session at our regional summit. He made us look really good. The meeting was one of the highest rated chapter meetings in the last 15 years. Mike's presentations were compelling and provided a lot of value – scoring him at the top of all of our thought leaders.

Arthur Samet, President and CEO Samet Corporation, YPO Southern 7 Winter Meeting Education Co-Chair