

Introduction

- A Message for the Trainer
- About the Program
- About Joel A. Barker
- Ideas for Application

Innovation at the Verge by Joel A. Barker

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A Message for the Trainer

I realize how important your job has become since the economic downturn. You have to prepare your people for dealing with the current changes, while still getting them ready for the upturn when it happens.

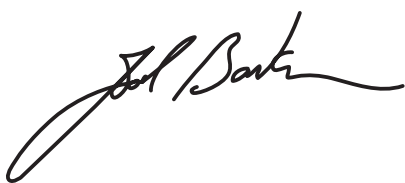
Peter Drucker once suggested that the great companies spend special effort during the slow times to find new ideas that will separate them from their competition when times improve.

Innovation at the Verge is designed to help you do just that. This is my third program about innovation, and I believe by far, it is the most important. In every workshop where I have introduced this new approach to innovation, my clients, without exception, have found at least one significant new idea within 30 minutes. They also develop between four and six useful ideas in a typical training session. All of them stated that without the guiding concept of the Verge, they would have never considered looking where they did to find those new innovations.

The training materials included were designed with you, the trainer, in mind. The materials allow you to create your own presentation by selecting only the activities and discussions you want to utilize. If you need a more comprehensive seminar, a complete, two-day agenda is provided to assist with your planning.

In closing, I wish you all the best in applying this idea in your organization. To paraphrase something I said a long time ago; "You can and should be a leader in innovation; because if you aren't, someone else surely will be."

Wishing you the best in your future,



Joel A. Barker

About the Program

Joel Barker has always believed the future is something you create, not something that happens to you. In this bold, new program, **Innovation at the Verge**, Barker teaches how to create your own future by finding your next innovation. Through stories and examples, you will learn how to combine your ideas with the ideas of others as you meet at the Verge.

PROGRAM DETAILS:

- DVD: \$895.00 | 5 Day Rental: \$295.00 | Preview: Free
- LENGTH: 18 Minutes
- INCLUDES: DVD, Support Materials:
 - » PowerPoint™ Presentation
 - » Transcript (PDF)
 - » Training Concepts (PDF)
 - » Training Stories (PDF)
 - » Seminar Guide (PDF)
 - » Facilitation Guide (PDF)
 - » Training Notes from Joel A. Barker (PDF)

Support Materials are provided on CD-ROM or can be downloaded online at: www.innovationattheverge.com.

- DISCOUNTS: Consultant, Education, Government, Non-Profit

“ Vision without action is merely a dream; action without vision just passes the time.
Vision with action can change the world. ” —Joel Barker

About Joel Barker



Joel Barker is one of the best known futurists in the world. His videos on the future have been translated into 20 languages and have been seen by more than 100 million people. His book on paradigms is a standard text in more than 100 universities and has also been translated into 20 languages.

He popularized the concept of paradigm shifts. He started the corporate discussion of the importance of vision in 1989 with his video, *The Power of Vision*.

His most recent book, *Five Regions of the Future*, co-authored with Dr. Scott Erickson, examines how technology is beginning to cluster into technological ecosystems and what that means to our future.

His current focus is on two topics: innovation at the Verge—a new place for finding the big ideas for the 21st century, and the importance of understanding and identifying the long term implications of change.

Former director of the Futures Studies Department of the Science Museum of Minnesota, he has since spoken to more than one million people in North America, Europe, Asia, South America, and Australia.

His programs have been called by Industry Week Magazine one of the most influential series of films in the business world.

He has received numerous awards including two honorary doctorates. In 2006, he was named one of the 100 most distinguished educators in the past 100 years by the University of Minnesota’s College of Education. In 2008, he was identified as one of the top 100 thought leaders in personal leadership and organizational leadership by Executive Excellence Publications.

Ideas for Application

For years, trainers have relied upon successfully using Joel A. Barker training programs because of their multiple levels and areas of application. Using **Innovation at the Verge** is no different. Here are a few topics and areas for training.

➤ CREATIVITY

Teach people to create something altogether new.

Use the program to encourage creativity, dreaming big, and pushing people out of their day-to-day thinking. Use the program to discuss the importance of creating altogether new uses of what they are already doing.

➤ RISK TAKING

Teach people to take risks. This program does not say hunker down and play it safe. This program is not for those who are set on doing the same thing, hoping for different results. Use this program to teach people how to take risks and look far outside of their comfort zone to find new ideas.

➤ LEADERSHIP

Teach people how to be imaginative leaders. Use the program to encourage leaders to see the value of building a diverse team of people with different ways of thinking and solving problems. Help leaders learn that the best ideas often come from the most unexpected sources.

➤ COMMUNICATION

Teach people how to talk about new ideas. It is easy to say, “No, that won’t work.” Use the program to move away from this negative reaction and instead, appreciate the value of different and new ideas. Help people understand how innovations create new options that can broaden the marketplace.

➤ INNOVATION

Teach people how to find the future. We are facing unprecedented demands for new ideas in energy, health care, education, transportation, and housing, just to name a few. Use the program to teach people the importance of exploring in places we usually ignore.