

How to drive a culture of innovation

Presented by Luciana Paulise

Thursday, April 23, 2020

7:00 – 8:00 PM Eastern

Topic: Innovation cannot be dictated. You cannot simply ask people to come up with the best ideas. What you can do is build a culture where innovation can flourish organically. The context that supports the company, the structure of the teams and the role of the leaders are three key drivers of company culture. Front-runner companies have discovered how to play these factors to promote a culture of innovation.

This presentation will showcase how companies like Google, Pixar and Zappos drive continuous innovation and brainstorm with the audience how to apply these practices in other industries. Attendees will understand the ROI of culture, learn what are the key drivers to a culture of innovation, and identify actionable items to promote innovation within their own organizations.

Learning Objectives:

- Attendees will understand the ROI of innovation
- Learn the key drivers to building a culture of innovation
- Identify actionable items to promote innovation within their own organizations

Presenter: Luciana Paulise (a.k.a. Lu) is a business coach, author and speaker. She is the owner of Biztorming Training & Consulting US and Argentina which specializes in 5s implementation, cultural change and innovation. She is an ASQ Certified Quality Engineer, has an MBA and is an



MIT postgraduate in Mastering Design Thinking. Paulise is an ASQ (American Society of Quality) senior member since 2007, current DRD for the West South-Central Region and founding member of the SETX Hispanic Women's Network and the Women in Quality Symposium. She writes for several international media outlets like Thrive Global, Delivering Happiness and Infobae in Latin America, and is the author of *S.O.S. PYMES, 20 Claves para potenciar tu empresa* (*S.O.S. SME'S, 20 keys to boosting your small business*). She was the 2014 recipient of the Deming grant.

Registration: <https://asq.webex.com/asq/onstage/q.php?MTID=ed1e67e20c2da30fec3f6ed502a8b31c0>

You may register up until the day of the event, however we prefer at least 48 hours prior.

If you are interested in suggesting a topic or speaking at a future webinar, please reach out to Ms. Dawn Banihashemi at hashemi.dawn@gmail.com

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