



# Driving Innovation

**Dates:** May 23-24 & September 27-28, 2012

**Location:** Washington, D.C.

**Cost:** \$995

**Continuing Education Units:** 1.5

**OPM Competency:** Results Driven and Leading Change

## Seminar Overview

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We will introduce you to proven processes for bringing a fresh perspective to old problems while also managing the inevitable change brought on by new ideas.

## Sample Agenda

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The following sample agenda outlines the key themes and activities that we will cover during this two-day course. Please note that we will occasionally amend the agenda to reflect the interests of the class.

### Day 1 (8:30 to 4:00)

- **Action Planning Overview:** To make this seminar actionable, we will introduce our action-planning process and ask you to share your personal innovation challenge.
- **Innovation in Government:** We will first surface the issues associated with innovating in government and challenge the notion that government can't be innovative. Throughout the course of the next two days, we will make it our challenge to address these challenges.
- **The Innovation Process:** With a focus on proven practices across sectors, we will outline a process of innovation including: understanding the problem, identifying opportunities for improvement, brainstorming, and testing new ideas.
- **Innovation Challenge:** To help you test and understand the innovation process, you will work with a group of participants throughout the day to apply this process to a real challenge confronting government. As we walk through the process, we will stop at key points and discuss the applicability to government and confront the challenges with implementing these practices in your office.
- **Panel Discussion:** You will have the opportunity to learn from individuals who have successfully innovated in government.

### Day 2 (8:30 to 4:00)

- **Introduction and Debrief:** What was the most meaningful lesson you learned yesterday? How will you apply this lesson to your job?
- **Revisit the Process:** We will revisit the innovation process, taking the opportunity to surface challenges and questions that will inform the flow of the day.
- **Real World Application:** Throughout the day, you will work with a new group of participants to apply the innovation process to your personal innovation challenge. Through this method, you will receive input from other participants and have the opportunity to internalize the process and address challenges.
- **Action Planning:** To help you apply lessons learned back to your job, you will work with others to create a plan for spreading innovation within your office and applying your new ideas.



## Our Approach: Learning by Doing

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The *Annenberg Leadership Seminar's* experience is defined by our emphasis on action-learning and individual attention. We help translate classroom lessons into results through interactive class discussions, practical exercises and action planning. Our team is available to provide ongoing support as participants return to their agencies.

## Register Now

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You may register in one of two ways:

- 1) Online through our Web site at [www.ourpublicservice.org/alis](http://www.ourpublicservice.org/alis). When registering online, you may opt to pay with credit card or request an invoice.
- 2) Directly with the Partnership by contacting Kevin Brady at [kbrady@ourpublicservice.org](mailto:kbrady@ourpublicservice.org) or 202-775-6880. We can process credit cards over the phone or issue an invoice to be paid by check or money order.

For additional information on the payment process or completing training forms (e.g., SF-182), please see our FAQs or contact Kevin Brady at the above contact information.