



JOHN K COYLE
speaking design thinking

KEYNOTES/WORKSHOPS

INNOVATION LEADERSHIP DEVELOPMENT SERIES

Learning Objectives

- ▶ Learn the skills and behaviors required to lead creative, innovative teams
- ▶ Learn the “Design Thinking” methodology and associated mindset and behaviors
- ▶ Learn how to create a culture of innovation

WHY

Is innovation important to your organization? Do you have a leadership development program to train the leaders of the future? If so, how are you teaching them to innovate and to lead innovative teams? How can you hold your leaders accountable for innovation without teaching them the skillsets and mindsets required? This program is designed to bring to your teams and leaders the very learnable skills required to innovate.

Are you facing any of the below challenges?

- **Eroding margins** that require new innovations to replace older products and services
- **Cultures that are risk averse**, anti-creative and slow moving
- **Leaders that lack innovation know-how:** the mindsets, skillsets and toolsets to create innovative teams and cultures
- **Scarcity of time** for leaders to obtain innovation education through accredited programs or lengthy (and expensive), multi-stage consulting projects.

Innovation skillsets are paramount to remain competitive in today’s marketplace. But is there a viable training solution for time-starved professionals? Yes.

WHAT

Using data-driven frameworks and powerful narratives from business and sports, John K. Coyle leverages his long immersion in “Design Thinking” to equip today’s leaders with the tools to make an immediate impact. The modules within the **Innovation Leadership Development Series** deliver compelling innovation training through keynotes, short workshops or full day bootcamps.

Strategically brief, these unique training classes and programs can be scheduled to fit the calendars of time-starved executives and leaders while having a profound impact.

[Watch a sample video of an innovation session with John.](#)

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INNOVATION LEADERSHIP DEVELOPMENT SERIES

WHO

For companies, functions and teams seeking to develop more innovative leaders - and cultures.

These programs are designed for:

- Companies that have or are creating leadership development programs like “emerging leaders,” “high potential leaders,” or “leaders of the future.”
- Companies that bring their leaders or employees together for large meetings to share updates and want to enhance those meetings by delivering useful business innovation tools to the participants.
- Individuals who must lead innovation initiatives within their organization or who want an extra edge to get ahead in a competitive marketplace.

HOW

How to effect a shift in an hour or a day? Behavioral changes require practice and repetition, something traditional programs build in over months or years. So how is it possible to have an impact in such a short period? There is only one way - **The magic wand of inspiration.** By engaging the emotional centers of participants, John inspires leaders to practice what they have learned, they *believe* it is possible to lead in new ways and so begin to engage with their teams differently . . . more creatively . . . more effectively.

Through engaging story-telling and dynamic interaction, John empowers and motivates people to make immediate changes and to embrace design thinking and creative problem-solving as long-term habits.

PROGRAM DETAILS AND MODULES

The Series can be delivered several ways:

- Live at your chosen location, or
- For larger or dispersed audiences, real-time delivery by John via webinar or video-conference, featuring interaction and facilitated dialog, or
- Virtual training completed by participants at their individually selected time, with back-up accountability coaching and reinforcement tools.

Partnering with key decision makers and senior leadership, John is committed to guiding the development of a customized program that will deliver crucially sought-after skills to your team. Together you can co-create a program tailored to your needs, and schedule modules to fit the timing requirements of your leaders. Program Modules include:

1. Innovation Primer (30 minutes to 2 hours)

Engaging and entertaining narrative and storytelling on what innovation is (and isn't), why mindset matters, helpful tools and frameworks, the nature of insights, and a primer on Design Thinking and creative problem-solving. Optional ideation training exercise.

2. Cultivating an Innovation Ecosystem: How (Not) to Kill Creativity and Stifle Invention (1–3 hours)

Why is culture essential to innovation? Why have so many companies unintentionally stifled it? What are the key drivers associated with innovative cultures and how do you shift a system to be creative, risk tolerant, collaborative and customer-focused? Includes case studies and narratives from both successful, and failed innovation initiatives.



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3. Innovation Antibodies: Victim vs. Creator (1-2 hours) Define the nature and roles of the “conflict triangle” – victim, rescuer and persecutor, and reframe and practice the innovator triangle framework of coach, challenger and innovator. Mid-level managers are often in the most difficult positions in the business – facing pressures to change, adapt and innovate from above – all while cutting costs AND leading and managing teams that are being downsized while being asked to take on more and do things differently. The innovation antibodies workshop teaches leaders how to “avoid the drama” and take accountability for their role as well as coach and challenge others who may be falling into victim roles and mentality.

4. Strengths 2.0: Applying Design Thinking to Strengths and Weaknesses (30 minutes - 2 hours)

The definition of insanity is doing the same thing over and over again and expecting different results. Is it time to try something new? Through the metaphor of sport, you will learn a strategy to reframe your approach. John shares the story of how he eschewed his coaches’ advice and quit trying to fix his weaknesses. Instead, he applied



Design Thinking to his training, focusing on his core strengths, which lead to a world-record-breaking performance and Olympic medal. Individuals, teams and companies can use this method to identify and leverage their unique strengths (and design around weaknesses) to improve engagement and achieve breakthrough performance.

5. Innovation Kryptonite workshop: Learner vs. Knower (1-2 hours) Want to shift your culture to become more creative and innovative? Define the key characteristics of the “Knower” mindset (closed to innovation) and the “Learner” mindset (open to innovation), and learn language and tools to encourage the Learner mindset to flourish.

6. Resiliency 2.0: The Resilient Innovation Leader (30 minutes - 2 hours) Explore a new model of resiliency based on modern neuroscience. Learn how to reduce, recover from and reframe stress. Understand how proactive challenges, mindfulness and gamification can create increased capacity to perform at higher levels under greater pressure.

7. Design Thinking/Ideation (1-4 hours)

- Part One. Interactive session using Design Thinking principles combined with lateral thinking tools to safely practice creative problem solving on a fictitious business problem.
- Part Two: Interactive session using Design Thinking principles to identify unique and breakthrough ideas for a preselected real-world business problem, and initial convergence on quick wins and viable longer term ideas, along with an initial evaluation and prioritization.

8. Innovation Burning Platform: Creating the case for Innovation (3 hours plus homework) Assemble and evaluate the implications of macroeconomic, industry, competitive, customer and company factors to determine the case for innovation. Includes discovery, interviews and facilitated alignment around the role and importance of innovation in a company’s future.

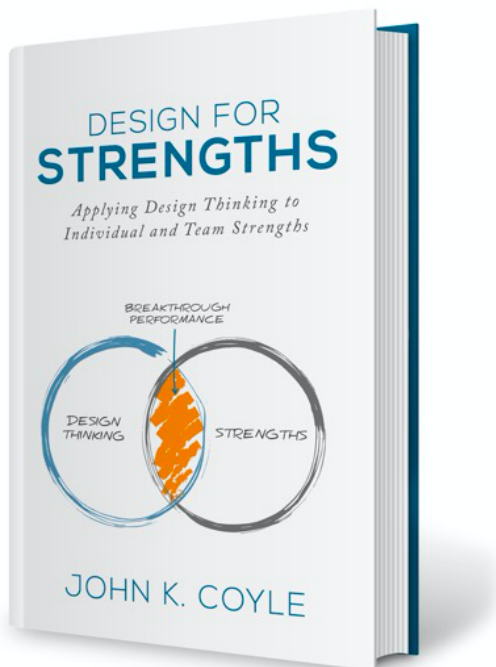
9. Innovation “World Cafe”: Change the Conversation = Change the Culture (2.5-4 hours) Inspire and empower line level employees, managers and leaders to co-create a new conversation using newfound innovation language, tools and techniques to invent a new future – together. Innovation primer speech followed by facilitated “world café” multiphase exercise: Use appreciative inquiry organizational change model to design and facilitate meaningful group discussions on essential strategic topics for the enterprise to build know-how, community and relatedness.

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10. Diversity, Inclusion and Innovation workshop (2-4 hours) Workshop to define the innovation mindset, the correlation to diversity and inclusion, and explore practices to better develop the intersection of these three. In this workshop, participants will be presented with current research and case studies on D&I and innovation, and through experiential learning will identify ways to apply it to real-life situations.

11. Train the Trainer: Do you want to drive innovation and Design Thinking deep within your organization? John offers a train-the-trainer program complete with workbooks, videos and other tools that will empower your internal trainers to spread essential innovation tools and mindsets to everyone in the company.

John's virtual [Design Thinking Academy](#) is an executive education class on innovation leadership development. The Academy can be white-labeled and customized for your organization.



WHY JOHN K. COYLE?



World-leading “Design Thinking” expert, John K. Coyle, is the best-selling author of *Design For Strengths: Applying Design Thinking to Individual and Team Strengths (2018)*. He is one of the few practitioners steeped in Design Thinking from the early days. As a graduate of Stanford University’s Product Design program, John’s academic advisory group included esteemed professionals such as David Kelley (founder of IDEO and a trusted advisor to Steve Jobs), Rolfe Faste (major contributor to the fields of human-centered design and design education), and Dennis Boyle (founding member of IDEO). John also holds an MBA from Northwestern University’s Kellogg Management School, where he is a guest lecturer, and teaches innovation courses at CEDIM Graduate School in Mexico and Marquette University in Wisconsin. John served as the head of innovation for a Fortune 500 mobile telecommunications company, and is an NBC Sports analyst, two-time TEDx presenter, Olympic silver medalist, and sought-after keynote speaker. Read more than 70 raving reviews on [LinkedIn](#).

John’s mission is to innovate the human experience. His devotion is full time. For more than 20 years, John has passionately engaged clients to apply “Design Thinking” to leadership, organizational and career challenges. John uses his unique talent for incorporating principals and mindsets into tangible learning frameworks that leave his audiences changed for the better. He energizes each learning platform by expertly weaving relevant awe-inspiring Olympic stories, learnings from his impressive business and educational pedigree, and Fortune 500 experiences. His inspirational training and storytelling go well beyond a traditional experiential learning session for the attendee. Participants are masterfully inspired and equipped to develop behaviors that will continually evoke innovative practices for a lifetime.

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