

Keynote:

You're Not In Kansas Anymore How the Game Has Changed for Projects and for Business

Length: 1:45

Contact:

Dennis Stauffer

Insight Fusion, LLC

763-744-1036

dstauffer@insightfusion.com



Overview:

For businesses both large and small, we are entering an unprecedented new era, It's one in which the old skills and behaviors are no longer appropriate, in which the path to success has changed, in which individuals and project teams must learn to play the game in new ways.

The new rules are so radically different that they make almost no sense at all in the game most of us have been playing all our lives. In fact, in the old game, they might get us into considerable trouble. But they make perfect sense in the world we're now entering. They're rules that we all need to know for the sake of our personal and business success.

The good news is that this new game is more rewarding than the old one, both financially and personally. It requires innate abilities that every one of us already has, but that we need to rediscover. In this playful, interactive and innovative keynote, attendees will not only learn these new rules, they will practice applying them.

Key Messages:

- How the new game of innovation is played and what changes it requires.
- Why some of our most fundamental metaphors about our work need to change.
- Why some of our most cherished orthodoxies must be revised.
- Why this new game is going to be the best one yet!

Bio:

Dennis Stauffer is an internationally acclaimed thought leader on the behaviors that drive innovation and personal effectiveness. He's the founder of Insight Fusion, Inc., a speaking, training and consulting firm that works with companies of all sizes to help individuals, teams and organizations boost their capacity to innovate and succeed. His work includes primary research into the measurable skills and behaviors that promote



innovation, creativity and adaptability. Dennis is an Emmy award-winning journalist and former Business Editor. His most recent book, *Thinking Clockwise, A Field Guide for the Innovative Leader* received a 2006 Fresh Voices book award. *Thinking Clockwise* is in its third U.S. printing and is currently available in five languages.