

DATE:

Thursday,
July 21, 2022

This is a virtual meeting via
WebEx. Log-in information
will be provided on the
registration confirmation
email.

Time:

4:00 pm – 5:00 pm PDT
(check website to confirm times)

**Cost: Free for ASQ members
and non-members**

To register for this meeting and
obtain the WebEx link and sign-in
information, click [here](#).

**Attendance at this meeting earns
0.5 RUs toward ASQ
recertification.**

NOTE: Be sure to use the same
email address to join the virtual
meeting as you use when
registering to receive the RUs. You
must register for the event and join
virtually to receive RUs.

For more information about ASQ's
Innovation Division, click [here](#).

For more information about our
local Columbia Basin ASQ section
and future upcoming events:
www.asq614.org/

Leading Innovation Culture Transformation



Bryan W. Mattimore
Cofounder and “Chief Idea Guy”
Growth Engine Company

*“If strategy eats culture for breakfast’ (as management guru Peter Drucker once said)
...then have your company’s values for lunch!” -- Bryan Mattimore*

Changing the company’s culture to promote innovative thinking and risk taking is one of the greatest challenges an organization’s leadership can face. So, how do you do it? Well, it’s NOT by posting “inspirational” posters or slogans in the elevator, building special creativity rooms, subsidizing free food at the cafeteria, or setting up a ping-pong table in every department.

This presentation will highlight - after 25 years of consulting on scores of successful innovation culture change initiatives - two surprisingly simple innovation frameworks that have been shown to repeatedly bring innovation success and culture change to any organization.

First, it is important to agree to and evangelize - daily - the company’s values. Values are a concrete example of what is important in the company, giving permission to every employee, when combined with practical programs and tactics, to be more creative, take more risks, and adopt an innovative, growth mindset. Second, promote an innovation framework that encourages “pockets of passion,” where teams at all levels will be established and reinforced with real-world examples.

About the presenter: Bryan W. Mattimore is Cofounder and “Chief Idea Guy” of the Growth Engine Company, a 20-year old innovation and creativity training agency based in Connecticut. In his marketing consulting career, Bryan has managed over 200 successful innovation projects, leading to over \$3 billion in new sales for one-third of the Fortune 100 companies. Bryan’s three best-selling books on ideation and innovation process include Idea Stormers, How to Lead and Inspire Creative Breakthroughs and 21 Days to a Big Idea. A cum laude graduate of Dartmouth with a major in psychology, he is also an innovation and marketing instructor for Caltech.