

# INNOVATION IS EVERYBODY'S BUSINESS

*How to unlock your innovative mind to achieve peak performance, stand out from the noise and build your competitive edge.*

The most important skill required for success in today's rapidly changing world is your ability to innovate, adapt and harness change. Yet, there is a big myth that being an innovator is something for the select few with natural-born talents and funky job titles, not for everyday people like you and me. Tamara's break-through work in human-centered innovation has blown this myth out the door.

By combining her 25 years of business experience with neuroscience, brain mechanics, and behavioral psychology, Tamara has made innovation tangible and accessible to all of us. Her proprietary assessment, The Innovation Quotient Edge, shows individuals the keys to unlock their innovative minds so they can perform at their peak, create breakthrough outcomes, and project a stronger, more valued voice in the world. In this highly interactive session, Tamara will show each person in the audience how to harness their greatest competitive advantage - their unique Everyday Innovator styles - to outmaneuver and outperform others in the high-pressure, cluttered landscape that's become the norm.

## Key Takeaways:

- Discover how to gain a competitive advantage through your unique innovation powers.
- Understand how to leverage your Everyday Innovator style to be a stronger leader, regardless of your title.
- Find out how to overcome your internal resistors to change.
- Learn how to build a high-performing team of innovators.
- Unlock the tools to build innovative solutions to your biggest challenges and seize opportunities in new and meaningful ways.
- Acquire the easy-to-implement tools for igniting innovation in yourself and your team.

## MOVING AT THE SPEED OF INNOVATION

*A Leader's Playbook to Win at Innovation and Gain a Competitive Advantage in a Rapidly Changing Marketplace.*

Incremental change or business-as-usual isn't enough anymore. To succeed in this fast-paced, ever-changing landscape, you must strengthen the new skill required for success - innovation; or risk becoming irrelevant. Your employees require it, your clients demand it, and your competition will force it.

The good news is, the key to outmaneuvering change and outperforming the competition is already within you and the teams you lead. You simply need to unlock it. When you tap into your natural ability to innovate, you uncover the key to performing at your peak, being a strong leader that harnesses change, and igniting innovation for break-through outcomes.

By combining 25 years of business experience with neuroscience, brain mechanics, and behavioral psychology, Tamara has transformed innovation from a siloed, point-in-time exercise to an accessible and tangible asset. After this highly interactive innovation session, you'll join the tens of thousands of people across the globe who have discovered their unique and powerful Everyday Innovator style that allows them to move and lead at the speed of innovation, going further, faster.

### Key Takeaways:

- Discover how to overcome the “traps of certainty” that are sabotaging your innovation efforts.
- Understand how to leverage your Everyday Innovator style to be a stronger leader.
- Acquire the tools for building a high-performing team of innovators.
- Unlock the keys to your team delivering innovative solutions and capitalizing on opportunities in new and meaningful ways.
- Learn how to overcome the internal resistors to change that are holding your team back
- Find out how to tap the power of the diversity of thinking on your team to collaborate, innovate, and win.

## BUILD A TEAM OF CHANGE LEADERS

*Overcome the real resistors of change and create a team of Change Leaders equipped to adapt, innovate, and win.*

In our fast-paced, dynamic world, the strategic imperative to change how we do business is clear. Maintaining the status quo means your organization is unlikely to thrive or even survive. Yet, successfully implementing change across the organization is one of the toughest challenges facing leaders today.

Research shows that most change management fails because they are project or process based initiatives missing the key element to create lasting change - people. Bridge that gap in this highly interactive session where you'll delve deep into Tamara's break-through work combining 25 years of experience, neuroscience, brain mechanics, and behavioral psychology. Her proprietary assessment, The Innovation Quotient Edge, will show each person the keys to unlock their innovative minds so they can perform at their peak, create breakthrough outcomes, and project a stronger, more valued voice in the world. In this highly interactive session, Tamara will help unlocking unique Everyday Innovator styles - building a team of change leaders that innovate and win in today's ever-changing landscape.

### Key Takeaways:

- Understand the fundamental difference between change management efforts that fail and change leadership that succeeds.
- Discover your unique leadership style to lay the foundation for becoming a stronger, more influential leader.
- Delve into the neuroscience and behavioral resistors of change that are sabotaging your efforts.
- Uncover the three keys for guiding a team of Change Leaders from resisting to harnessing change and innovation.
- Acquire the four tools for making Change Leadership a part of the DNA of your team's behavior and actions.

# OVERCOMING THE FOUR TRAPS OF CERTAINTY

*How to overcome the saboteurs of innovation and drive a culture of growth in the new business landscape.*

Business pressures have become increasingly complex, and competition has become even fiercer. Yet, most efforts to truly shift behaviors and outcomes fail, leaving leaders frustrated and businesses' results lacking. Luckily, the four traps of certainty - certain people, certain times, certain segments and certain processes - that cause these lackluster outcomes are easily avoidable. In this high-energy, interactive keynote, Tamara will share with you how to identify and overcome the four traps of certainty, giving you the framework for a culture of innovation and growth.

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## Key Takeaways:

- Identify the four traps of certainty before they sabotage your efforts.
- Learn proven methods for overcoming the innovation traps and transforming results.
- Infuse innovation into the mindset of your teams, creating real and lasting change.
- Get your culture and your team unstuck and out of obsolete methods that are hindering results.
- Deliver break-through outcomes by tapping the power of innovation across your organization.

# BE AN INNOVATION INFLUENCER

*A leader's playbook for being a strong, stand-out leader that ignites innovation and growth.*

Today's leaders are under increasing pressure to step up and ignite innovation that goes beyond the 3pm brainstorm. Maintaining the one-size-fits-all leadership approaches of the past with today's dynamic workforce that has a new set of expectations is bound to fail. To win in today's rapidly changing work environment, leaders need to create a culture of innovation that includes all team members and all aspects of the business. In this high-energy, interactive session, Tamara equips your leaders with the tools needed to build a high-performing team where everyone is capable of and responsible for innovation that impacts the bottom line.

By combining her 25 years of business experience with neuroscience, brain mechanics, and behavioral psychology, Tamara has made innovation tangible and accessible to all of us. Her proprietary assessment, The Innovation Quotient Edge, shows individuals the keys to unlock their innovative minds so they can perform at their peak, create breakthrough outcomes, and project a stronger, more valued voice in the world. In this highly interactive session, Tamara will show each person in the audience how to harness their greatest competitive advantage - their unique Everyday Innovator styles - to be the stand out leader that ignites innovation and growth in a high-pressure, intensely competitive marketplace.

## Key Takeaways:

- Leverage your unique Everyday Innovator style to become a strong, valued leader.
- Use your unique high-performing innovation style as your greatest leadership advantage.
- Overcome the neuroscience and behavioral resistors of change that are sabotaging your leadership efforts.
- Tap the power of the diversity in thinking within your teams to create break-through outcomes.
- Incorporate three cultural drivers to help you lead a team of high-performing innovators daily.

# INNOVATION DRIVES ENGAGEMENT

*A roadmap for drastically improving employee engagement and igniting innovation that impacts the bottom line..*

We've all seen the reports showing that employee engagement is shockingly low. Low engagement equals poor performance, status quo behaviors, toxic cultures, and lackluster results. Tamara's break-through work combines 25 years of experience, neuroscience, brain mechanics, and behavioral psychology to reveal the key to avoiding the pitfalls of low performance and unlocking your organization's greatest asset. In discovering how each individual is capable of and contributes to innovation, you begin to develop a team of highly engaged innovators. In this high-energy, interactive keynote, Tamara lays out how to transform employees into high-performing, high-valued contributors through the power of human-centered innovation.

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## Key Takeaways:

- Overcome the neuroscience and behavioral resistors of change that are sabotaging your engagement efforts.
- Create a culture where people feel valued, heard and recognized and lay the foundation for strong engagement.
- Identify and leverage the diversity of thinking that's all around you.
- Implement the three keys to driving motivation that leads to lasting behavior change.
- Leverage the cultural drivers that help you lead a team of high-performing innovators who are motivated, engaged and taking action.

## INNOVATION IS YOUR BUSINESS

*A businesswoman's playbook for getting a strong and valued seat at the table.*

As businesswomen, we know the importance of speaking up and out in getting a seat at the table. But in a competitive workforce and overcrowded talent pool, sometimes hard work and perseverance isn't enough. You have to bring a strong innovative voice to your work and life.

Tamara's break-through work combines 25 years of personal experience, neuroscience, brain mechanics, and behavioral psychology to help you unlock innovation and advancement for yourself and the teams you lead. Her proprietary assessment, The Innovation Quotient Edge, shows individuals the keys to unlock their innovative minds so they can perform at their peak, create breakthrough outcomes, and project a stronger, more valued voice in the world. In this high-energy, interactive keynote, Tamara demonstrates your greatest competitive advantage that is already inside of you, how to ignite it and unleash your greatest worth into the world.

### Key Takeaways:

- Get a seat at the table through your unique innovation powers.
- Leverage your Everyday Innovator style to become a sought-after leader.
- Overcome your internal resistors to change that may be sabotaging your efforts to succeed.
- Build a high-performing team of innovators around you.
- Use three tools to generate innovative solutions to your biggest challenges and seize opportunities in new and meaningful ways.

## INNOVATION AT THE FOREFRONT

*Five tools for igniting innovation with impact in your frontline teams.*

Every day, your frontline teams are out there engaging with customers and clients - seeing their behaviors, fielding their challenges, discovering opportunities for new connections. Yet, they are often overlooked as innovators, leaving a massive arsenal of innovation and opportunity untapped. In this high-energy, interactive session, Tamara will show leaders how to turn their front-line teams into high-performing Everyday Innovators. Learn how to build a team of stronger critical thinkers and creative problem solvers who drive more meaningful on-the-spot solutions for customers, and bring back ideas and opportunities that move the organization forward. Ignite innovation where it matters most, out there in the marketplace with the guardians of your brand.

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### Key Takeaways:

- Get innovation out of select silos and into the hands of your customer-facing employees.
- Overcome the neuroscience and behavioral resistors to change that are holding your team back.
- Create a culture of high engagement, where people feel valued, heard, and recognized.
- Communicate change and innovation so that people listen and buy-in to those ideas.
- Harness three tools for building a high-performing team of innovators among your frontline team.