



Money...Business...Career...Food...Family...Friends...Exercise


GoInnovate!
FREE THE FUTURE



...these are some of what we think about during our day...

Rarely do we consider
how we think...





"I've been trying to light a fire under my people for two years. The first spark appeared only after they learned the *GoInnovate! System*."

United States Air Force General

"Andrew Papageorge is a great listener, insightful, direct, and compassionate. He is profit focused and systemic in his approach. He quickly wins and maintains the trust of everyone who works with him. You can be confident that Andrew will exceed your expectations."

American Express, Group Vice-President

"Our working relationship with Andrew Papageorge translated into tangible results. We met the strategic challenges of our vision and moved into new areas of opportunity."

Bill Nichols Managing Partner of Warady & Davis, LLP

"*GoInnovate!* is a new alternative to efficiency-based thinking. Our Team is now working together better than ever and is determined to create greater collaboration throughout our organization.."

Exxon-Mobil and Shell Joint Venture Technology Manager

"Innovation has been strongly emphasized in China, but so far nobody could tell us how to do it until now. We loved the *GoInnovate! System*."

Professor Wang, Dean of Economic Department, Peking University

"Thanks to Andrew Papageorge and his *GoInnovate! System*, we now have an integrated strategic plan and we can innovate successfully anywhere in our organization."

Manager of Supply Chain Management Strategies, United States Postal Service

"The Student Care Program was a mission critical initiative which we could not afford to let fail. Andrew Papageorge was invaluable to a successful outcome. From planning, through to conversion he provided us with the guidance and skills necessary to get the job done."

Sally Van Duyn, Director of Training and Development, University of Texas

"With only three months from start to implementation, the customer service innovation Andrew Papageorge partnered with us on was accomplished on time and on budget. The initial results exceeded our expectations."

Joyce Rodgers, Nordstrom Vice President

"Innovation is now embraced by our employees and leadership teams, and we are moving towards it being a core competency. Our expectations of our employees were exceeded beyond our wildest dreams. People are fundamentally doing things differently to create value."

Director of Officer Development, Singapore Police Department



“How you think powers what you think”

Andrew Papageorge

Strategic Thinker, Innovator, Author and Entrepreneur

Money...business...career...food...family...friends... exercise –the what we think about each day. The list is endless. Rarely do we consider how we think– a significant influence on our personal and professional success.

How do you go about focusing on what is important? How do you make decisions? How do you get past confusion and uncertainties? How do you know the best course of action?

Imagine learning a simple, common-sense strategy for *how*, not *what*, to think that continually:

- **Deepens** your awareness of yourself and your environment.
- **Focuses** your attention on what is most important
- **Guides** you in making healthy decisions, and
- **Inspires** action in alignment with your commitments.

The result? You will consistently realize what matters most in your life, your career and your business.

Andrew Papageorge has devoted the past 35 years to inventing a practical system for clear thinking, informed choices and productive actions. His bold, powerful science of success is called the *GoInnovate! System*.

More than 100,000 people have been propelled to success by Andrew's certification and training programs. Andrew has been a catalyst for thousands of innovations of every type and scope in over more than 500 organizations, in 10 different countries. His clients include:

- Hewlett Packard
- Intel
- American Express
- Exxon/Mobil
- Estée Lauder
- U.S. States Air Force
- United States Postal Service
- Peking University
- Singapore Police Force
- Hundreds of small to mid-size organizations

By applying his own principles and practices, Andrew founded three successful businesses –one of which sold to a Fortune 100 company. He is the author of nine major



works on strategic thinking, innovation and organizational excellence

Andrew's emphasis on personal independence yields liberation from self-imposed beliefs and growth-limiting patterns of behavior so that any business or individual can manifest what matters most –his definition of "success". His calm, focused and sincere approach has won him the gratitude of clients and respect of peers.

Andrew's unique blend of first-hand leadership experience combined with his work in the world's most innovative organizations provides him with an unmatched capability to accelerate and, most importantly, sustain business growth, profitability and stakeholder value.

You too can receive the business results and benefits that Andrew has brought to the world's most innovative businesses. Contact him today: 800-204-0303 or andrew@goinnovate.com.



The GoInnovate! System

Initiates, Accelerates and Sustains Success

New wealth and value is created only through innovation. To consistently achieve financial and market results, satisfy customer needs, retain high-performing employees and improve operating efficiencies, a business must know *how* to innovate.

Whether your organization is large or small, involved in service or manufacturing, has one or multiple offices, you will benefit from its application.

The *GoInnovate! System* bridges the gap between the recognition that innovation is important and the capability to deliver. It provides a simple, common-sense technology for *how* to innovate. You choose *what* to innovate.

With 35-years of experience, more than 500 clients worldwide and thousands of innovations under his belt, Andrew Papageorge delivers to you in the *GoInnovate! System* the power, versatility and innovation know-how to realize what matters most.

The *GoInnovate! System* is based on three universal principles:

PRINCIPLE 1:

EVERYTHING IS CONNECTED

We live in a systems world. Innovators leverage interrelationships and interdependencies that others cannot see or simply take for granted.

PRINCIPLE 2:

NEW THINKING » NEW ACTION » NEW RESULTS

Actions flow from our thinking. Conditions are the effect of actions based on our thinking. New thinking leads to new results.

PRINCIPLE 3:

EVERYONE IS CREATIVE AND INNOVATIVE

We are already creative and innovative. And we can quickly learn to be even more creative and innovative.

S Y S T E M D E S I G N - A T O T A L

The *GoInnovate! System* is a predictable, high-velocity and reliable system for innovation.

It is a catalyst and guide to:

- Deepening your awareness of yourself and your environment
- Focusing your attention on what is most important
- Making healthy decisions, and
- Inspiring actions in alignment with your commitments.

THE SYSTEM IS

1. Simple to understand and easy to apply. People who use the *System* often remark, "This just makes common-sense and its results are measurable".
2. Universally applicable. The *System* is appropriate for any type or scope of innovation within a department or across an entire organization.
3. Inclusive. The *System* provides a comprehensive set of practices and tools. It also leverages existing, and often disconnected competencies, processes and assets all for the purpose of initiating, accelerating and sustaining innovation.

SYSTEM COMPONENTS

Our capability to innovate is impacted by *who we are, what we do and the environment in which we work.*

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GENERATORS

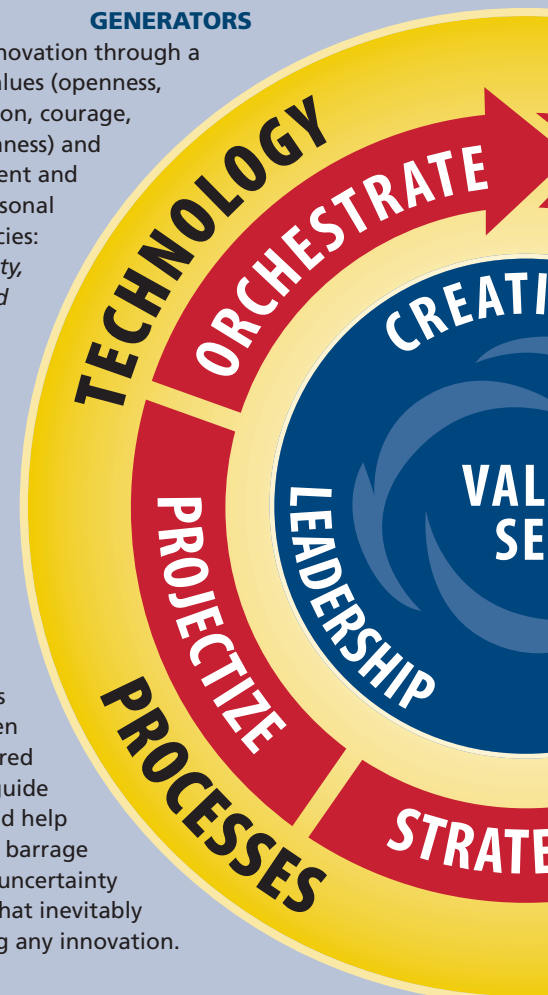
People fuel innovation through a core set of values (openness, intention, courage, integrity and calmness) and three interdependent and dynamic personal competencies:

*Creativity,
Collaboration and
Leadership.* The four *GoInnovate! Generators* jump

start innovation and are applied throughout the Cycle.

CYCLE

Teams move quickly and efficiently from ideas to innovations when there is a structured approach to guide their thinking and help them manage the barrage of information, uncertainty and confusion that inevitably appears during any innovation.





People, Productivity and Profits Thrive with *The GoInnovate! System*

People want to be productive. They thrive in a system that supports their productivity.

The *GoInnovate! System* taps hidden creativity, under-leveraged competencies and dormant assets to achieve greater business success. Whether your organization is large or small, provides services or products, has one office or multiple locations, you will benefit from its application.

The *GoInnovate! System* is your catalyst and guide to achieving the business results that matter most to you.

Financial and Market Results

- Enter new markets
- Gain market share
- Increase ROI
- Improve the bottom line
- Expand your business

Greater Customer Satisfaction

Satisfy your customers' needs and retain their loyalty.

Committed, Capable People

Develop or maintain a positive, productive and caring work environment more effectively and efficiently.

Operational Efficiencies and Performance

- Increase productivity
- Achieve better quality
- Shorten cycle time
- Expand production capacity
- Improve supplier performance

The *System* is your platform for any type of innovation –strategic, process, structural, technological or cultural. It is applicable to any scope of innovation –incremental, breakthrough or transformational.

Learn the *how-to* of innovation – *GoInnovate!*

L I N N O V A T I O N S O L U T I O N

The *GoInnovate! Cycle* has five phases: *Visualizing the Ideals*, *Measuring the Gaps*, *Strategizing the Approaches*, *Projectizing the Details* and *Orchestrating the Results*.

CONTEXT

Leaders raise the return on their investment in innovation by nurturing the right environment for individuals and teams. The four *Context* elements that enable fast, viable and cost-effective innovation are *People*, *Structures*, *Processes* and *Technology*.

Going Forward

The competency to innovate is key to increasing growth, profitability and shareholder value. Learn more today about how you can build your competency to innovate into a competitive advantage. Call us at 800-204-0303 or email us at clientservice@goinnovate.com.

Within the organizational

CONTEXT,

individuals apply the

GENERATORS

to guide ideas through the

CYCLE

in their teams.

If you are reinventing your business strategy, developing a new product or service, changing an existing process, introducing a new technology or transforming your culture, the *GoInnovate! System* will help you achieve it swiftly, effectively and efficiently.



Innovation is the answer. *Goinnovate!* makes it happen.

The following case studies illustrate how Andrew Papageorge can assist your business to generate a steady stream of original ideas, move quickly from ideas to innovations and expand innovation into an enterprise-wide competency.

GENERATE MORE, DIFFERENT AND BETTER IDEAS

CHALLENGE

With competition increasing and product requirements diversifying, a global leader in the energy industry needed more, different and better breakthrough ideas to maintain its lead in the marketplace. For 12 months it was unable to generate a single breakthrough idea.

SOLUTION

Andrew trained twenty-five research scientists in the skills of creativity and provided them a process to identify *WOW!* product ideas. They also learned to listen more deeply to the ideas of others and to discuss differences in a positive and productive manner.

RESULTS

In one day, the group of scientists identified three *WOW!* ideas. Two of these ideas were under development within three months. Estimated revenues from these two initiatives will exceed \$32 million in the next five years.

TRANSFORM IDEAS INTO INNOVATIONS FASTER

CHALLENGE

The partners of a large, highly respected Chicago accounting firm had an abundance of ideas to win new clients, deliver new services, improve operating efficiencies and retain key employees. However, they were able to convert only a few of those ideas into innovations. The business was built for efficiency and accuracy, not innovation.

SOLUTION

Andrew assisted leadership to formulate a strategic plan to remove, or at least minimize, the obstacles to innovation including "not having enough time". The partners, managers and key administrators then applied the *Goinnovate! System* to make the firm's decision-making process faster and more participatory, reorganize existing administrative functions, establish measures of success at innovation and improve communications. Leadership also adopted a long-term strategy to promote the five values of innovation: openness, intention, courage, integrity and calmness.

RESULTS

Revenue growth was 8% in the first year and 9% in the second year and has increased every subsequent year. Partner earnings also have risen each year. Cost reduction was 6% and turn-over reduced 42%. And everyone is having more fun.

MAKE INNOVATION A CORE COMPETENCY

A \$13 billion U.S. government supply management organization needed to respond quicker to an increasingly competitive and unpredictable marketplace. As the initial benefits of centralized buying and strategic sourcing had already been achieved, it now required greater "out of the box" thinking and a competency at innovation to continue delivering significant cost reductions.

SOLUTION

Andrew evaluated the organization's readiness, commitment and capability to innovate and then recommended four strategies to produce and sustain a steady stream of new services, processes and technologies.

- Develop a simple, actionable, integrated strategic plan
- Enhance the competency of employees in the principles, practices and tools of innovation
- Make the working environment (culture, processes, structures and technologies) more innovative-friendly
- Certify Master Innovators so the organization would be self-sustaining with respect to strategic thinking and innovation.

RESULTS

Cost-reduction jumped 9% in the first year and the 3-year goal is \$2.5 billion.

The speed with which ideas are converted into innovations has increased significantly. Ineffective and entrenched practices, which were strong at the beginning, are disappearing. Employees are more involved and are emboldened with the knowledge and power to make things happen. The organization's competency to innovate has increased 12% in two years.

Note: The organization has licensed Andrew's *Goinnovate! System* and made it a core strategy of "how they do business".

The competency to innovate is more important than any innovation.

While quality, efficiency and customer service remain critical practices, it is only through innovation that a business generates new wealth.

INCREASE THE YIELD FROM YOUR INVESTMENT IN INNOVATION

Generate business results while simultaneously building your competency to innovate.

Andrew Papageorge provides you the know-how to accelerate and sustain innovative success.

ASSESSMENTS

Gain a deeper understanding of your critical business issues, profile your readiness, commitment and capability to innovate and then establish ongoing measures of innovative success. Together with industry experts, customers, partners and academic researchers, Andrew has isolated and quantified the essential elements of innovation.

- **Organizational Innovation Strengths.** Set practical goals and leverage limited resources by profiling your organization's capacity to innovate against best practices of the world's most innovative organizations. Examine your current innovation pipeline, key cultural traits and strategies that impact innovation.
- **Personal Innovation Strengths.** An Innovation Strength is a combination of natural talent, training and practice. Individuals are more productive and gain a special sense of satisfaction when they employ their personal innovation strengths.
- **Team Innovation Strengths.** Team members collaborate better and move from idea to innovation more swiftly when they know each other's innovation strengths.
- **Leaders' 360° Innovation Strengths.** Leaders manage their performance and careers better when they understand the gap between their perception of themselves and how others perceive them. Everyone benefits.

TRAINING

Deploy learning initiatives that integrate research-based, proprietary content with processes that produce discernable behavioral change and business results. Since 1980, more than 100,000 people have graduated from *GoInnovate! System* Certification and Training Programs.

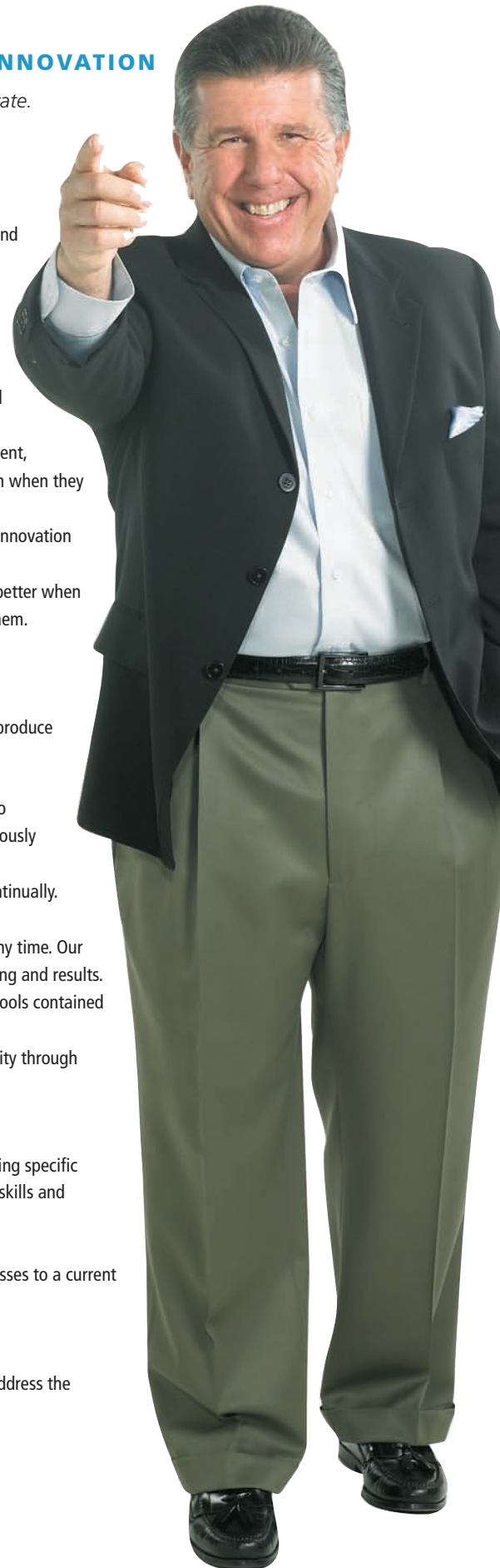
- **Executive Briefing.** Senior leaders gain the understanding and a set of leadership tools to accelerate innovative performance and achieve short-term earnings growth, while simultaneously generating long-term value for customers.
- **Certification.** Develop your own in-house expertise to innovate swiftly, effectively and continually. We offer three levels of certification: Innovator, Master Innovator and Professional Innovator.
- **E-Learning.** Learn to be more creative and innovative at your own pace, from anywhere, any time. Our powerful, cost-effective, easy-to-use learning environment reduces both time-to-understanding and results.
- **Kits.** Our kits are a convenient and cost-effective way to learn the principles, practices and tools contained in the *GoInnovate! System*.
- **E-Newsletter.** Receive unique practical, cutting-edge perspectives on enhancing productivity through innovation and creativity *free*. Subscribe today by going to <http://www.goinnovate.com>.

CONSULTING

Our consulting and coaching services are time compressed, highly focused efforts aimed at achieving specific results. Clients have discovered our labs to be an excellent environment for linking new concepts, skills and processes to realize maximum value faster.

- **Strategic Labs.** Strategically out-think and out-smart your competition.
- **Innovation Labs.** Accelerate faster from idea to innovation by linking new skills and processes to a current initiative.
- **Idea Labs.** Generate a portfolio of *WOW!* ideas.

Services can be scaled from the complete innovation solution to more customized offerings that address the innovation requirements anywhere in your business.





“**My personal quest for the past 35 years has been to answer the question,**

‘How are we creating our outer world’ and ‘How can we influence circumstances more consciously?’ The answer to these questions is the *GoInnovate System!*

The *GoInnovate System!* continually generates new thinking, new actions and new results. It has been refined into a new science that offers attainable, measurable and definable results, repeatable by anyone. It is a true revolution in realizing organizational excellence.

Such a promise, however, is not for the faint-hearted, for the price to pay involves a very particular sacrifice —a whole grudging handful of our beliefs. While life’s principles are never at risk, our beliefs always are!

When we free the mind, we free the future. ”

Andrew Papageorge



FREE THE FUTURE

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