

# UNSTOPPABLE INNOVATION:

## Capitalizing on Connections to Maximize Customer Value

As the global marketplace becomes increasingly difficult to navigate, an organizations ability to survive grows ever more challenging. The idea that technology, automation and the internet of things will evolve how we do business threatens even the most historic of organizations. Despite these challenges however, there are organizations and leaders who are thriving in today's new economy. By strategically supporting employees to develop and introduce creativity as part of their culture, these organizations are gaining a significant competitive advantage on their competition. Disruption and upheaval no longer need to be feared, but rather accepted as a means to create unstoppable innovation.

### Key Takeaways:

- ▶ How unstoppable organizations are thriving in times of disruption and upheaval.
- ▶ The five components of unstoppable innovation.
- ▶ How to engage your culture to accept and adopt a creative mindset.

“Shawn presented to our dealer network at our recent conference, and our dealers were very impressed. Shawn engaged the audience – keeping their attention and interest – while educating them on a number of great selling tactics.

–Jeremy Calhoun  
President, Calhoun Super Structure Ltd.

