

**Master class:**

# **Creative and Innovative Methods for Continuous Organizational Improvement and Growth**

**Operations – Production – HR – Service Delivery – Marketing**

**Bill Lewis**

**World Class Consultant from U.S.A.**

**Dates**

**5<sup>th</sup> – 6<sup>th</sup> November, 2018**

**From 08:30 to 16:45**

**Language – English**

**Venue HILTON Hotel – Nicosia**

## **About the Master class**

Meeting and exceeding customer requirements is critical for ongoing success. Changing times require changing/innovative /strategic thinking that many business struggle with:

- Past success is no guarantee of future survival. Yet many are “paralyzed” in the old ways of doing business.
- Seldom is there true “alignment” in the business which results in “silo” performance.
- Invention and Innovation are not the same and organizations are not properly equipped to unleash the creative minds of their employees.
- Knowing your unique value proposition is important, but seldom do you see “memorable” customer service delivered.
- The “gap” between great ideas and success is “execution” i.e. getting it done requires process thinkers which is lacking in many organizations.
- Creating a “compelling” culture is never strategically considered but should be.
- The inability to draw customers in beyond traditional survey’s maintains a “we/they” relationship. Innovative approaches can make your customers “partners”.

## **Aims of the Master class**

At the conclusion of the two-day training, participants will walk away not only with tools and techniques that will prepare them to map out strategic thinking, but with a renewed mind-set and commitment to alien cross functions for maximum organizational effectiveness.

## **Programme Structure**

**Part 1 – TWO DAY TRAINING SEMINAR** 5<sup>th</sup> – 6<sup>th</sup> November 2018 – HILTON Hotel – Nicosia

**Part 2 – SITE VISIT** - The company of each person who attends the two-day Seminar is expected to subscribe to a half-day session of 4 hours, in the second stage of the program. The instructor will visit each company and spend time working with those who attended the Seminar, and, where appropriate, with their senior colleagues.



**ΟΜΟΣΠΟΝΔΙΑ ΕΡΓΟΔΟΤΩΝ & ΒΙΟΜΗΧΑΝΩΝ (ΟΕΒ) ΚΥΠΡΟΥ**

Για περισσότερες πληροφορίες απευθυνθείτε στην ΟΕΒ  
Τμήμα Μελετών, Κατάρτισης και Ευρωπαϊκών Προγραμμάτων  
Τηλ. 22 665 102 fax: 22 666 661 e-mail: mpirea@oeb.org.cy, stsingis@oeb.org.cy



**Bill says ....**  
I am not a trainer in the traditional thinking. Although I'm a good teacher and very capable in educating the firms I work with, I do much more. I walk along side of them coaching, encouraging and making need adjustments along the way.....

# Creative and Innovative Methods for Continuous Organizational Improvement and Growth

## Benefits of Attending

### Participants will experience....

- A view of other successful organizations and how they differentiate themselves from others.
- Learn how to build and In-House Entrepreneurial/Compelling culture.
- Learn the steps of how to create an organization of "Intrapreneurs"
- How to become "process thinkers" using a simple but effective mapping and process tool.
- How to create "memorable" customer experiences.
- How to conduct a total Cost of Business analysis.
- How to draw customers in as partners during your growth process.
- How to align every spectrum of the business to eliminate silo performance and enhance your value proposition.
- Innovation versus invention..Unlock the creativity that's already in your employees, partners and customers
- Identify the 7 steps which are absolute necessary to create a dynamic innovative organization and or department. (Self test and evaluation)
- Explore upside-down innovative marketing techniques, and how to become a company with a reputation of being "easy to do business with."



## Who Should Attend

Owners, Managers across all functions of the organization who are responsible for and interested in becoming strategic process thinkers. Departmental Leaders who desire to become facilitators in creative and innovative methods for continuous organizational improvement and growth in every aspect of the business, Human Resource, Organizational, Marketing and Sales.

## Major Topics

- **The "Jump" to uniqueness**
- **Delivering the Unique Value Proposition** –How 2 different international companies produce, service and deliver a "commodity" and how they've excelled in their industry.
- **Creating an Innovative Culture** – How world class companies, like **IDEO** and **Facebook**, create a culture that unlocks the creativity of their employees.
- **Total Organizational Alignment for Exceptional Service Delivery** – this session will demonstrate what world class organizations do to gain "Advantage" on their competition.
- **Exploitation Plan – Filling the Gap** – Knowing is not enough. What can/will be done when attendees return to their specific place of business.
- **Up-Side down marketing and branding** – explore what other organizations have done that may seem "way out there" to the traditional/ stuffy business thinker.
- **Building a positive feedback** – Stanford University proven model
- **Costing new approaches for service delivery**
- **Think like a SHARK**
- **Developing Entrepreneurs and "Intrapreneurs"**
- **Creating an action plan**

# Creative and Innovative Methods for Continuous Organizational Improvement and Growth

## Programme Leader

### **BILL LEWIS - World Class Consultant from the U.S.A**

For more than 30 years, Bill Lewis has served organizations from around the world by helping them structure and align themselves for sustainable growth and success. As a Organizational Development professional Bill is not part of a big consulting firm that sells programs. In contrast an independent consult and coach he has served a niche market of companies who desire to make unique differences, not just follow trendy management programs. Many of Bill's clients have partnered with him for many years because of the relationship he has build with them and the value he has brought to their companies as they continue to be successful and profitable.

#### **Bill says..**

*"I am not a trainer in the traditional thinking. Although I'm a good teacher and very capable in educating the firms I work with, I do much more. I walk along side of them coaching, encouraging and making need adjustments along the way".*



## ZERO Cost Master Class

The training program approved, by the Human Human Resource Development Authority (HRDA), as a vital importance seminar and is fully subsidized to eligible organizations that meet the HRDA criteria.

**The Masterclass is addressed only to OEB's members.**

## APPLICATION FORM

**SURNAME / NAME**

**POSITION**

**I.D. NO**

**Mob. Phone NO**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### COMPANY / ORGANISATION

Company's Name: \_\_\_\_\_ Social Insurance No: \_\_\_\_\_

Contact Person \_\_\_\_\_ e-mail \_\_\_\_\_

Address: \_\_\_\_\_ Post Code: \_\_\_\_\_

P.O.Box: \_\_\_\_\_ Post Code: \_\_\_\_\_ District: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_ No. of Employees: \_\_\_\_\_



**ΟΜΟΣΠΟΝΔΙΑ ΕΡΓΟΔΟΤΩΝ & ΒΙΟΜΗΧΑΝΩΝ (ΟΕΒ) ΚΥΠΡΟΥ**  
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