

Do Not Let Your Members Participate in the Recession!



Create an experience at your next meeting or conference guaranteed to engage, excite and educate.

In good times and in bad, one thing is for sure; innovative thinking and action never go out of style. Now is the time to bring a message of both inspiration and strategic thinking to your meeting attendees. When you are looking for a speaker, hire someone who can help your members:

- Establish a culture of innovative thinking
- Increase talent performance, retention and engagement
- Grow in tough times



**STEPHEN SHAPIRO'S
24/7 INNOVATION**

For a lasting return on your meeting investment, look no further than Stephen Shapiro.

Everyone Raves About Stephen

"You delivered much more than a speech; you delivered lasting results. I would highly recommend you to any organization who is serious about making innovation a reality."

Dan Kaus, Workshops Brand Manager, BP Lubricants

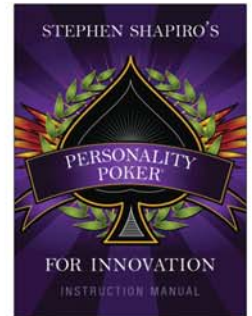
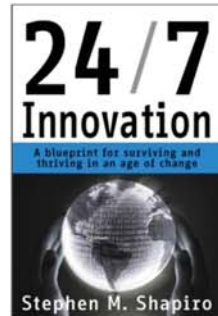
"I give Stephen Shapiro my highest recommendation as a speaker on the topic of innovation."

Julie Meringer, Managing Director, Forrester Research Inc.

"Your Personality Poker exercise was perfect!"
Tyco Electronics

"Stephen Shapiro is the best presenter of ideas since Tom Peters."

Michael Johnson, former Business Week writer



"Our audience rated you 5.9 out of 6, the highest rating we have ever had for a speaker! I would recommend you to any organization without hesitation. You are a terrific speaker and wonderful to work with."

Maynard Benjamin, President & CEO, The Envelope Manufacturers Association

Tough Times Call for a Speaker on Innovative Thinking and Creative Ideas

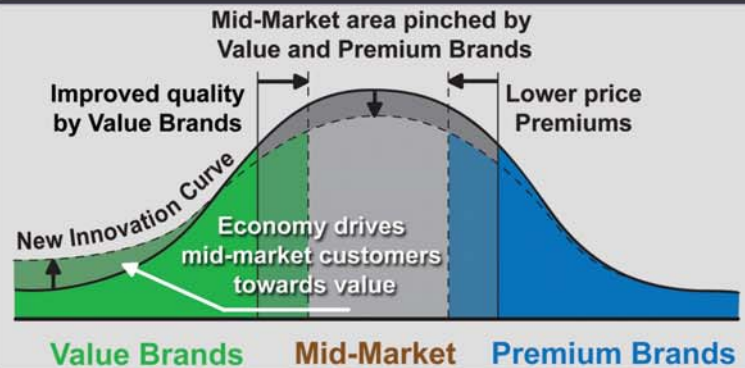
5 Ways to Come Out on Top in Any Market

As the economy tumbles, it is tempting to cut back on innovation. Think differently. Make smart investments. Here are 5 ways to ensure your members stay in the game.

Make Your Products/Services More Affordable and Accessible

Successful companies are now shifting their emphasis to the left side of this innovation bell curve. By making products/services simpler and more affordable, you tap into an under-served market. For example the easy to use Nintendo Wii has sold more than PlayStation and Xbox combined.

1



Use Open Innovation to Reduce R&D Costs

Sometimes it can be less expensive to have others do your innovating for you. Open Innovation enables you to define the “value” of a new idea and then post your request to a community of expert solvers. Check out MyStarbucksIdea and InnoCentive for examples of this.

2

Use Process Innovation to Reduce Operating Costs

Innovation can be used to reduce operating costs. Companies have cut costs 60% and improved responsiveness to customers by 90% by using my “7Rs of Process Innovation.” Download this technique using the link below.

3

Fail Cheaply

If you are truly innovative, you will fail. Therefore, if you are going to fail, FAIL CHEAPLY. You must embrace the “build it, try it, fix it” mentality. Build out your idea as a small experiment. Implement it. Learn from it. Scale it. Starwood’s aloft hotel started as a Second Life experiment.

4

Solve Your Customer’s Pain

Although customers have reduced spending on discretionary items, they may be willing to invest in products or services that eliminate their pains. Problem solvers are always in high demand. What pain do you solve? Or how can you make your customer aware of a pain that they may not have noticed?

5

The Bottom Line: Use Innovation to Leapfrog the Competition

While others are tightening their belts, truly successful companies use the recession as a chance to leapfrog their competition. Koch Industries increases their investments during difficult times. They focus on innovation while others are cutting costs and have grown seven times faster than the S&P 500 for the past 40 years.

Innovation is a powerful tool that can help you ride out the tough times and position you for future growth. You and your members need innovation now more than ever.

Go to www.SteveShapiro.com/Association

to download the full version of this article as well as other useful tools and videos.