



**TAMARA
GHANDOUR**

INNOVATION IS EVERYBODY'S BUSINESS: HOW TO IGNITE, SCALE, AND SUSTAIN FOR A COMPETITIVE ADVANTAGE

APRIL 13, 2021 | 8:30 A.M. – 4:30 P.M.

As a leader, you know that in today's climate, organizations can't afford to maintain a business-as-usual mentality. As the pressure intensifies, organizations must focus on innovation if they want to outmaneuver the changing marketplace and outperform the competition. But, the key to a thriving culture of innovation isn't in certain people, processes, or segments of the organization. The key to lasting success is to making innovation everybody's business. That doesn't happen through implementing the latest process or buying a new system. Innovation happens through people as people create the culture shift.

In this highly interactive and real-world based program, Tamara Ghandour is going to share how to avoid the "traps of certainty" and easily adapt the Innovation Quotient Edge program that helps leaders and teams ignite, scale, and sustain innovation through their greatest asset - themselves and the teams they lead. The Innovation Quotient Edge (IQE) program is the only proprietary tool of its kind that tells you how you naturally innovate and then gives you the tools to weave innovation into the DNA of your teams. You'll join the thousands of people across the globe that have taken the IQE assessment and unlocked their Everyday Innovator™ style for higher performance both individually and as a team. With the correlating mindset and exercises that Tamara will walk you through, you'll be able to easily implement innovation every day, avoid initiative fatigue, and transform your teams from a group of A-players to a high-performance team.

This program will help leaders:

- Bring to life the real definition of innovation to ignite, scale, and sustain daily innovation.
- Deep dive into their Everyday Innovator™ style to become stronger leaders with more innovative voices.
- Create a lasting culture of innovation that impacts the bottom line.

Competencies Addressed: Builds Effective Teams, Cultivates Innovation, Drives Engagement, Drives Results, Nimble Learning

TAMARA GHANDOUR

Tamara Ghandour is the founder of LaunchStreet. She has helped teams across the globe compete, and win, by tapping the power of innovation. With more than twenty-five years of business experience, Tamara knows what it takes to drive growth and innovation daily in an ever-changing marketplace. Her Innovation Quotient Edge (IQE) Assessment is the only tool able to measure people's natural innovation strengths and deliver insights and tools for performing at their peak, therefore, bringing more innovative ideas to the table and building high-performance teams. When companies like Disney, General Mills, Hilton, and Red Robin want to up their innovation quotient, they call Tamara. Her top-rated business innovation podcast, Inside LaunchStreet, is listened to by thousands of innovators across the globe.



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