

# The Innovative Mindset

## 8 MINDSETS OF THE WORLD'S MOST INNOVATIVE COMPANIES

**A CUSTOMIZABLE PRESENTATION BY DIRK BEVERIDGE, FOUNDER UNLEASHWD**

Embarking on an innovation journey is no easy task. If it were, everyone would be doing it. Determining whether you have an innovative mindset—and if not, what you need to do to get there—is the first step. Through Dirk's research of some of the world's most innovative large and mid-market businesses, he has identified eight mindsets that innovative businesses and their leaders share and that have driven their success. In this inspiring and motivational presentation Dirk will detail the eight mindsets and the philosophy behind them, along with case studies you'll immediately learn from.

Each attendee will have the ability to take an online Innovative Mindset Assessment before or after Dirk's presentation to enhance their learning and identify their individual innovative mindset score.

### **AN OPTION TO ADD ON – UNLEASHWD LIFT & SHIFT™ WORKSHOP:**

Dirk will lead you through a proven framework that will help you identify your “biggest, baddest, boldest” idea from his keynote to lift and shift this “game changer” into your business. You'll identify your desired end result, the critical importance of your idea, the obstacles to execution, a plan for obliterating those obstacles, and then a specific path for moving forward. You'll return inspired to innovate and create change with momentum and commitment on your side.

