

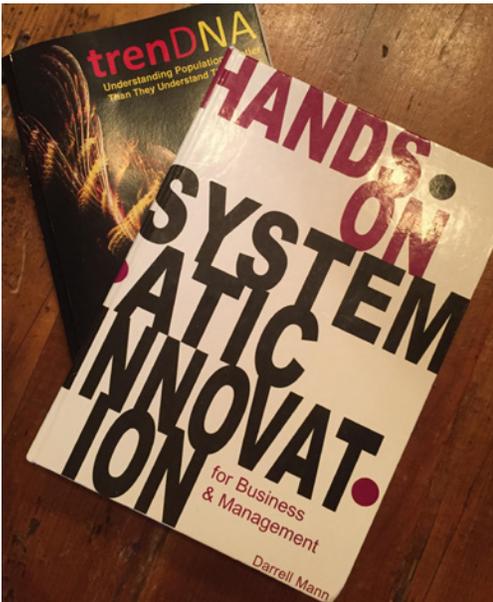


CO2 Partners Presents

Systematic Innovation Seminars and Certification

May 2018

With Internationally-Recognized Innovation Expert Darrell Mann



Do you know what my favorite renewable fuel is?
An ecosystem for innovation.

—Thomas Friedman

What will be covered:

- Solving intractable problems in a way that works
- Understanding your business on a deeper level and seeing it as a system
- Rather than looking at trade offs between two opposing ideas learn how to innovate in such a way that you can have both, i.e.: low cost and high quality
- Navigation through a growing organization and complex ecosystem
- The science behind generational behaviors that are predictable and are affecting your customers, employees and the way they interact
- The more you develop operational excellence the worse your innovation capability becomes. It is innovation that provides you the greatest leverage over your challenges

What you will learn:

1. How to define a specific problem by which you are challenged
2. Turn it into a generic problem so that you will be able to find generic solutions that have already solved this type of challenge in another domain
3. Learn how to translate those generic solutions back into specific solutions tailored to your challenge

Dates	Seminars	Education and Non-Profit Pricing*	Standard Pricing
May 1, 2, 3	Seminar 1	\$900/person	\$1,500/person
*TIES Partner districts receive an additional discount			

There is an opportunity in 2018 to attend all three seminars for U.S. certification in Systematic Innovation. Contact below for more information.

 <p>TIES 1667 Snelling Avenue North, St. Paul, MN 55108</p>	 <p>Call Mackenzie Doheny at 612-928-4747 for information</p>
 <p>8 am to 4 pm</p>	 <p>Or email her at mdoheny@co2partners.com</p>



Register Here: <https://www.eventbrite.com/e/2018-systematic-innovation-three-day-conference-level-1-darrell-mann-tickets-42877941076>

About Darrell Mann

Darrell Mann is an engineer by background. He spent 15 years working at in R&D at Rolls-Royce, ultimately becoming Chief Engineer responsible for the company's long-term strategy in military engines.

For the last 18 years he has helped many of the world's top companies to create stronger IP, participating in the creation of more than 500 inventions. He's been involved in projects that have resulted in the creation of several billion dollars of new revenue to clients. He also consults regularly in the IP strategy domain, helping companies secure their medium and long-term future.

Mann's consulting clients include Tata, Infosys, NHS, Network Rail, Hewlett Packard, Procter & Gamble, GSK, Jaguar Land Rover, Petronas, Siemens, Eli Lilly, Bosch, Hong Kong government and, through EU-supported research and dissemination programs, a wide roster of universities.

His work involves a spectrum of applications including consumer insight, IP creation and problem solving in both technical and non-technical areas.

