

SHARED LEARNING & INNOVATION IN MARKETING™ (SLiIM)



Developing your Marketing Group's capability for achieving the results its needs



Don Dunoon is a Sydney-based organisation and leadership development specialist, whose work focuses on strengthening the capability of groups and individuals to achieve the results expected of them. As well as 15 years consulting experience to organisations in a range of sectors, Don has an academic background in organisational learning. He was co-author of *The Innovative Organisation*, a subject which ran for 5 years in UNSW's Master of Business and Technology program.

An In-organisation Program with Don Dunoon

Fostering innovation is a number one business challenge, nowhere more so than in Marketing. The question is not whether your group is "innovative enough", but how well it is developing its capacity to deal with - and leverage - rapid change in external and internal environments.

SLiIM™ is a workshop-based team learning process designed to accelerate your group's handling of difficult issues, boost creativity, strengthen innovation-related skills, and foster a culture conducive to breakthrough thinking and action follow-through. The SLiIM™ process is tailored to your group's needs.

The core of the program is a one-day workshop in which your group and its members will:

- ❑ Develop shared understandings on the key strategic & business issues they face
- ❑ Gain skills in discussing difficult issues productively
- ❑ Build a more favourable climate for generating and exploring new ideas
- ❑ Identify action steps for moving forward.

A variety of program enhancements is available to step-up progress on key issues, deepen & extend skills, and build an environment of knowledge creation and sharing. These enhancements include further workshops, survey feedback, action-learning programs, awareness-raising tools and group mentoring.

Contact Don Dunoon for a chat, without obligation, about fostering innovation in your group: Ph 02 9568 6145 ddunoon@newfutures.com.au