

# “Developing Your Mindset for Breakthrough Innovation”

## Shifting from Surviving to Thriving

A one-day workshop with Dr. Bruce Vojak Educator, Author and Innovation Practitioner



**Innovation is seen as the key driver of business success and growth. At the workshop you will learn how to:**

- Develop your insight to see business opportunities;
- Foster a culture of innovation in your organization;
- Learn innovation thinking strategies;
- Identify ‘good’ problems and develop solutions; and
- Gain a knowledge of the tools used to innovate.

This workshop is for business owners, executives, and entrepreneurs who wish to develop an innovation mindset and improve their ability to develop new approaches to transform ideas and/or problems into opportunities.



**Dr. Bruce Vojak**

Educator, Author  
and Innovation  
Practitioner

**Bruce A. Vojak** is an Associate Dean and an Adjunct Professor in the College of Engineering at the University of Illinois at Urbana-Champaign. Prior to joining the university in 1999 he was Director of Advanced Technology for Motorola’s non-semiconductor components business; earlier he held business development and research positions at Amoco Corporation and a research position at MIT Lincoln Laboratory. In addition to his administrative responsibilities, he teaches and conducts research on the topics of innovation and strategic technology management. With Abbie Griffin and Ray Price he is co-author of [Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms](#) (Palo Alto: Stanford University Press, 2012). He currently serves on the Board of Directors of Midtronics, Inc. and periodically consults for Procter & Gamble. Bruce holds B.S., M.S. and Ph.D. degrees in Electrical Engineering from the University of Illinois at Urbana-Champaign and an MBA, with concentrations in finance and marketing, from the University of Chicago’s Booth School of Business.

**Thursday, July 25, 2013**

Carl Sandburg College  
CME—Building G

9:00 AM—4:00 PM

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**Cost: \$125**

(Grants available to offset cost)

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Seating is limited

**Register Now!**

Online at:

<http://vojak.eventbrite.com/>

Contact:

Gary Camarano,  
EBI Network - City of Galesburg  
309-371-0474



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