

Entrepreneurship Summit 2019: Turn Change and Disruption into A Culture of Innovation and Agility: Short Communication- Adam Markel, USA

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Short Communication

Disruption is something we have come to expect more and more. If your organization is not prepared to manage and make the most of change or is married to the status quo because the cost of failure is perceived as too high, your days are probably numbered. If you think that sounds extreme 88% of the Fortune 500 companies from 1955 are no longer in business.

Constant and never ending innovation is the key to sustainable success. Our ability to reinvent and innovate - what Adam refers to as pivot ability - is critical to business longevity. Pivoting requires vision, agility, resilience and the ability to consciously utilize change to its fullest potential.

Change is a constant in business, so the less agile leaders and organizations are the more toxicity and turnover occurs. Creating an environment where disruption is seen as positive allows leaders and employees to feel emotionally safe to take risks, be heard, and contribute to innovative solutions that not only grow the company's bottom line, but also create fulfillment for employees. Without a pivot-ready culture, businesses run the risk of getting bogged down by mediocrity, which threatens an organization's long term profits and even its very survival.

Through a combination of foundational principles, case studies, stories, and interactive exercises, Adam will initiate a conversation that helps your team understand:

- How to enable your teams to not only embrace change, but utilize it effectively
- What "out of the box" really means and what it requires to implement

- How to build resilience into your organization for long-term growth
- How to prevent toxicity and turnover by aligning company goals with employee fulfillment and growth
- Create incentive systems that reward those that challenge "status quo" results

Draft Session Outline:

- Opening, Introduction, Engaging with the Audience (getting to know where people are at, asking enrolling questions to get everyone in the room bought in, engaged and present).
- Discussion on disruption, the rapid rate of change in the marketplace and why people are getting left behind.
- Specific exercises and partner shares to get people more connected and discussing the topic and how it affects their day-to-day lives - personally and professionally.
- Sharing foundational principles, case studies, stories, and interactive exercises on change management and utilization, recovery rituals, resilience practices, incentive systems and more. This is where we'll dive into solutions, strategies, processes for creating positive change utilization in organizations.
- Specific exercises and partner shares to get people more connected and discussing the topic and how it affects their day-to-day lives - personally and professionally.
- sharing more deeply about the 3-phase Pivot Process that Adam writes about in his book *Pivot: The Art and Science of Reinventing Your Career and Life* - where he outlines how to successfully navigate and utilize changes in business and life.

This work is partly presented at International Conference on Global Entrepreneurship & Business Management Summit on April 10-11, 2019 held at Toronto, Canada