



## **Seven Simple Secrets to Successful Innovation:**

1. ***Identify your true passion*** – using your own experience, find the intersection between technology and your true love in life. Renew your sense of purpose in the world and restore your hope for the future by being a “doer”, take action. Studies show that most men and women don’t like what they do. Change your attitude, and you’ll change your life. Open your mind to finding things really can improve. Don’t wait until tomorrow! Today is full of opportunity, and it’s yours if you want it!
2. ***Stop talking and listen*** – the strongest innovators listen to their customers and develop their needs. Make sure you understand how times have changed. We need to listen to people that are younger than ourselves, since they are building our future of innovation right now. Don’t expect the younger generation to adhere to same old beliefs, business models and corporate rules. Be smart to take the time to understand their thought processes. At the same time, make sure you appreciate those that have more wisdom with you. After all, they may have “been there and done that” and can help get through situations, easier than you anticipated.
3. ***Become leaders that know how to foster innovative ideas*** – polish up on your skill set and stay current. The pace of innovation is growing so quickly now, that industries and careers are changing more rapidly now, than ever before. Medical knowledge is increasing every year. Half of what a science or technology student learns, in their freshman year in college, is out of date by the time they graduate. More than sixty five percent of preschool children will work in jobs that don’t even exist yet. Statistics like this show how knowledge is temporary and timely — we need to learn what we do for today, because the knowledge of today may not be relevant, tomorrow. We need to focus on what needs to be done, rather than looking back at what was done.
4. ***Have a bold, specific vision that inspires the universe*** – keep focused on the big picture at hand. Keep focused on what new can be done in our ever-changing world. Opportunity in a world that is constantly changing is limitless. New markets, business models, skills and ways of working are everywhere. If you can shift your perspective, things will fall into place and new innovative ideas will arise.



**Jodi Pliszka, M.S. Innovation Expert**

5. **Turn every 'NO' into a 'New Opportunity'** – reverse psychology, turning every Obstacle into an Opportunity. The most important trait that you can work on developing through the next year is becoming more forward-oriented, so that you can spot the trends, challenges and opportunities that will define your future.
  
6. **Prepare to be all consumed** – give your heart and soul for success. Don't be someone who asks "what happened?" — make things happen. Be a thinker and a doer. Learn how to analyze information and move forward with ideas. Don't be one of the compliant people that plague our world, allow yourself to rely on gut-feelings and take a risk! Learn to rise above those that have aggressive pacificity and indecision!
  
7. **Flexible Marketing** – refine your product story, perfect sound bites, create appealing, innovative packaging, and stand out from your competition. Become the best in the here and now, but prepare to keep up with the changing times.

Your investment in Jodi will pay off right away by making it easier for your audience members to **propagate new ideas** that unleash lasting business growth-**now more than ever!** Jodi delivers immediately actionable, **expert innovation strategies** and tactics to *get ahead and stay ahead of your competition!* After all, **how much is "getting the new idea" worth to your company?**

Jodi is the innovation industry's "*best kept secret.*" She is **unlike** every other speaker; she's an '**expert who speaks and takes action.**' The media has labeled Jodi as "*Ms. Innovation.*" Jodi's fusion of real-life stories and her conversational techniques connect with her audiences at an intimate, intense and individual level. *She brings the audience into the stories, transporting the crowd on an unforgettable journey.* Jodi has real-life, in-the-trenches business experience, *her views are radically different.* **FACT:** Being around people that think differently is the diversity that powers innovation. Jodi ignites passion by cultivating critical thinking skills; allowing you to reach your untapped potential.

*Less than 5.5% of US patent holders are women, and less than 1% of these women has a Master's degree and successfully brought a product to market. Jodi has both,* earning her a spot in an elite group of women inventors and a very small group of women Innovation Experts. Jodi is now sharing her expertise as a **Innovation Consultant, Innovation Key Note Speaker, Business Therapist,** and the **world's leading Solutionologist®.**



## ***Six Elements of a Savvy Solutionologist®***

- 1. *Solutionologists® Turn Obstacles into Opportunities***-they understand how to turn everyday challenges into viable products that help others. Their attitudes are positive and their focus is on how to capitalize on differences and change, in the fast paced, transformative world. They don't fear change but search out the potential in every new situation, understanding there an endless amount of opportunities for growth through innovation.
- 2. *Solutionologists are the 1 out of 100-*** out of 100 people with an idea, only 1 person will write down this idea. *Solutionologists®* not only write down the idea, but they are the 1 out of 100 that write down an idea and actually do something about it. They can see the task at hand and have a plan how to get where they are going. They are forward thinkers that take action and fuel the spark of imagination in others.
- 3. *Solutionologists® are flexible-*** they are able to learn new skill sets to keep up with the ever growing world of innovation. Their focus is on future growth opportunities. They are willing to unlearn all they know and learn things a different way. They don't fear change, but possess the knowledge to enthusiastically turn challenges into new opportunities. They learn more complex skills to enhance their ability to keep up with the times and understanding their customer's needs.
- 4. *Solutionologists® view the world from a different perspective-*** they turn the word "no" into "new opportunity" and believe they can do anything. They focus on corporate agility. They are creative and are able to ebb and flow with constant changes, altering their thinking as they move forward. They have entrepreneurial minds that are always looking for the new and improved way to complete tasks. This way of thinking allows them to create new ideas and innovations, continuously. They never shy away ideas.
- 5. *Solutionologists® ignite passion in others-*** They are able to be a leader in their community, inspiring others by their ideas and actions, fueling the need for thought in the community. They are not only professional thinkers, but they are action takers. They teach others to change their vocabulary and focus on the ways that things work, rather than saying that they won't work.
- 6. *Solutionologists® thrive on diversity-*** they like to pad themselves with diverse individuals to expand their knowledge base, understanding that others, who are different, have unique ways of thinking about things. They are looking for new innovative ideas and aren't afraid to stand out among their peers. There are no cookie-cutter-*Solutionologists®*.



***The 5 “P’s” of Innovation: Purpose, Plan, Prepare, Practicality & Power:***

- 1. Purpose** – Jodi demonstrates how to enhance your intrinsic motivation to propagate new ideas that have a purpose; this is the key to success. Don’t focus on ‘what already happened’, but be proactive asking ‘what is about to happen and what can we do about it?’
- 2. Plan** – The best laid plans in business help end the anxiety of slipping revenues and shrinking profits. Be directed by your companies GPS- Goals, Plans, and Strategies for immanent success. Observe what is happening around you be proactive.
- 3. Prepare-** The world is changing at a feverish pace, so we must prepare to be able to do things differently. Step outside of normal routines and open your mind to the world around you. Change your mind set on how you do things now, and make a decision to do things differently. Prepare to learn different skill sets to become a trend setter.
- 4. Practicality** – Once you find your purpose and well thought out plan, you need to do extensive research and define your niche market. Learn how the power of diversity drives innovation; being around different people makes us think differently. Hire people you don’t like, because they think differently from you. Eliminate habits and challenge assumptions to see how practical they were in the past, the present and the future.
- 5. Power** – Unleash the power to get unstuck, to start winning again. Many people go to work thinking that they can do the same things as the day before, believing that everything that is same, day after day. It isn’t. Relinquish power trips of keeping things the same way as they were in the past and allow for changing circumstances. Turn your power into the ability to decide what’s right, at the right time, for the right reason. Help your customers fill the needs they have to give them back the power they need to succeed.

***Invest in Jodi, Today!***

**[www.theSolutionologist.com](http://www.theSolutionologist.com)**

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