

## **The Lifespan Of A Break-Through Idea Is Typically Nano-Seconds**

New ideas are frequently met with resistance. It's easy to figure out all of the negatives and why something won't work.

"When was the last time a new, novel, break-through idea was pre-budgeted?" "Business doesn't operate that way" says Jerry McNellis, Founder of The Compression Planning Institute and author of Exploding the Meeting Myth. "What American business has become known for is what I call Idea Skeet - someone screws up their courage and shares an idea and immediately, everyone sitting around the table shoots it down. They figure out what's immediately wrong with it and why it won't work. There is a better way to conduct business!"

Jerry is a fun, entertaining interview. He'll tell your audience:

- How to take Brainstorming to a breakthrough level
- How to protect people and their ideas
- Why it's important to have structured time for ideation
- How to give ideas shared a chance to live
- How to deal with bullies and "idea assassins"
- How to use artifacts to deal with unruly behavior
- Why most ideas aren't even ideas

Jerry McNellis used these very skill sets to work with hundreds of executive teams. He has trained thousands of individuals to replicate the exact same methods which are being used in organizations such as Dannon, Hilton Hotels, LensCrafters and Humana. His methods consistently produce rave results.

To get more information about meetings that produce guaranteed results, call Jerry at 724-746-1220.