



## ***Building Breakthrough Innovation***

In this presentation, we will cover proven and practical innovation principles that you can use within your organization to help bring about sustainable growth through innovation.

Innovation is necessary to help businesses to stay ahead of the competition. To identify common traits of breakthrough innovation, Doblin, an innovation firm now owned by Deloitte, conducted in-depth research of more than 2000 successful innovations, including General Motors and IBM. After analyzing these breakthroughs, researchers concluded that these innovations were comprised of combinations of 10 different elements.

In this presentation, we will review Doblin's 10 Types of Innovation and how businesses can apply this framework to help identify and evaluate opportunities.

### **What you will learn:**

1. Learn about the elements of the widely accepted Doblin's 10 Types of Innovation Framework.
2. Understand how this framework can be applied to help create a sustainable competitive advantage.
3. See this framework in action using examples.

### **Felicia Littlejohn, Ph.D., M.B.A, C.P.C.**



While some may know of Felicia Littlejohn from her years of dedicated service as the AFS Marketing Committee Chair and member of the AFS Board of Directors, her key talent is in developing and implementing strategies aimed at driving progress, growth, and change. Prior to the pandemic, she partnered with commercial business leaders in product management, sales, and marketing to transform goals into achievements as the Strategic Initiatives & Commercial Excellence Leader in a Center of Excellence. Now, she empowers leaders (and aspiring leaders) across companies and

disciplines through leadership training and development, coaching, and insights. Her work has helped businesses, teams, and professionals to upskill, cultivate leadership potential, enhance team and individual performance, and boost morale and motivation. Felicia's strong educational credentials help to enable these transformations. She possesses a Ph.D. and an M.B.A. which were instrumental in driving profitable growth through innovation, effective strategies, and team synergy. She is a Certified Professional Coach (C.P.C.) specializing in Leadership Coaching and Group Facilitation. She is currently pursuing an M.Ed. in Instructional Design for designing and delivering highly engaging and effective Adult Learning Programs (online, in-person, and virtual).