

# The Innovative Leader Mentoring Program

*With Dr. Irena Yashin-Shaw*



[irena@innovationedge.com.au](mailto:irena@innovationedge.com.au)



0411330301



[www.innovationedge.com.au](http://www.innovationedge.com.au)



I've have found from working with thousands of leaders that there are **FIVE COMMON CHALLENGES LEADERS** face when trying to create innovative, high-performing workplaces.

## LEADERS LACK:



### 1. STRATEGY

They become so caught up with the operational demands of day to day business that it is easy to lose sight of the big picture.



### 2. SKILLS

General management skills are not enough to lead effectively in contemporary workplaces that need to be agile and adaptable. Today leaders also need a new skillset specifically related to driving and nurturing innovation and creativity.



### 3. TIME

Leaders today have so many demands on their time that they can end up putting innovation in the too-hard basket. They realise that although it is important, other short-term urgent matters often eclipse longer term strategic innovation initiatives.



### 4. TOOLS

They don't have an arsenal of ready-made tools and easy-to-apply frameworks that will help to easily kick-start and sustain innovation efforts.



### 5. RESOURCES

If their teams do not have innovation skills and capacities, leaders can feel as if they are driving the change themselves without gaining sufficient momentum to make it soar on its own steam. This can lead to burnout and flagging motivation.





## WE HELP LEADERS OVERCOME THESE CHALLENGES BY:

- ➊ Giving them the tools and leavers that make it easier to implement innovation in their workplace and engage their people in innovation initiatives.
- ➋ Being their 'trusted advisor' who can help bring new ideas, different perspectives and fresh thinking to innovation projects; someone they can turn to for advice.
- ➌ Sharing with them the very latest research and development about leadership and innovation to put them on the leading edge of insight and performance.
- ➍ Creating the space for them to think strategically.
- ➎ Helping them to maintain momentum and motivation for innovation.

*“Innovation distinguishes between a leader and a follower.”*  
Steve Jobs

# WHO IS DR IRENA YASHIN-SHAW?

Leaders at all levels seeking to inspire, lead and embed innovation in their teams and workplaces have a powerful resource and ally in Dr. Irena Yashin-Shaw. A highly experienced, qualified and respected corporate educator, mentor and professional speaker, she thrives on demystifying, enabling and facilitating innovation and creativity. Her mission is to empower leaders to do the same so they can bring transformational change to their workplaces.

Prior to starting her own consultancy Dr. Irena was a Senior Research Fellow and academic at *Griffith University* where she worked on a number of university-wide strategic improvement initiatives while lecturing in various academic programs. Her Doctoral research was in the field of creative problem-solving that feeds innovation. And she also holds a Master's degree in Adult Education.

Now working nationally and internationally Dr. Irena has a rare combination of deep academic knowledge and real-world entrepreneurial experience. With her high-level skills in communication, education, innovation and creativity she is well placed to help leaders develop strategic approaches to innovation, continuous improvement and creative leadership. The result? Increased productivity, creative thinking and innovative outcomes.

Recognising that innovation and creativity are key success factors in the Twenty-First Century workplace Dr. Irena has developed a suite of programs designed to upskill leaders so they can serve at their highest level to create high-performing teams and vibrant workplaces.

Irena has trained, mentored and inspired more than 5,000 leaders globally to become more innovative. Her breadth of experience means that Dr. Irena can adapt her strategies and approaches to suit the needs of her diverse clients. She now works with small groups of committed leaders who want to master innovation leadership in order to produce real and tangible outcomes in their organisation.

A committed lifelong learner, Dr. Irena practices what she preaches constantly updating her knowledge and skills to ensure that leaders who work with her have the benefit of cutting edge information, intel and insights about leadership, innovation and creativity.

*Doctor of Philosophy (Griffith University)*  
*Master of Adult Education (Griffith University)*  
*Bachelor of Arts (Qld University)*  
*Associate of Trinity College London*  
*Performers Cert Effective Communication (Trinity)*  
*Diploma of Teaching (QUT)*  
*Certified Speaking Professional (PSA)*  
*Fellow of the Australian Institute of Management*  
*Certified Learning and Development Practitioner*





# TESTIMONIALS

"Leading in a complex and constantly changing environment brings exciting ongoing challenges, the Innovative Leader Mentoring Program has provided very contemporary insights and skills to enable me to see where innovation is critical in this new world, and how we can be responsive and adaptable. The program has opened a creative thinking process which has flicked a switch on how I see, and use, innovation. Prior to the program I didn't really know how to use the creativity we all have, to engage in a different way with our teams, and help energise us towards clever and smart workforces. I can highly recommend Irena's program, she is certainly dynamic and very tuned into the needs of the individuals in our program, I found there were many times where the light bulb came on. Our webinars and face-to-face sessions pushed us to think critically about where we were personally and where our teams are at. It was also a great networking opportunity with other leaders.

Thank you Irena!"

**L. Smith**

*Director, Department of Health.*

"Irena is a powerhouse of energy and a driver of innovative thinking. The Innovative Leader Mentoring Program led by Irena was an amazing experience! As a result I have been able to create an environment for my team that allows them to unlock their innovative ideas - ideas that they often didn't realise how to tap into. My team are inspired to try new things and to look for ideas in new and unexpected ways. I understand now how integral innovative thinking is to the future of how any organisation goes about its day to day business. Thanks Irena!"

**T. Young.**

*Manager, DHPW.*

"I found Irena inspiring and practical to work with – she engendered new ways of igniting creativity and innovation and I find that I delve into the toolkit regularly.

**J. Hedger.**

*Director Business Engagement, DSITL.*

I found the Innovative Leader Mentoring Program with Dr. Irena to be a great opportunity to discover the 'tools' that all leaders need to succeed. This program has transformed my thinking about innovation. A good leader must understand what innovation is and how it can be applied in the workplace. Participating in the program gave me the confidence and the support to launch an important, much needed and overdue innovation in my workplace for digitising records to reduce costs and streamline record keeping processes. I highly recommend this program because it enables leaders to action innovation."

**M. Fleming.**

*Business Manager, PSBA.*

"Irena's programme has been inspirational to me and changed my mindset regarding innovation and creativity. I have stepped outside my comfort zone and taken my team with me. While working with Irena I piloted a project that introduced a new knowledge management system which I believe will be how infrastructure will be designed, build and managed in the future. For me a key outcome of working with Irena is the realisation that we must ADAPT or become extinct. Not only do we have to keep up with the times and the technology, but we have to DRIVE the change! Irena provided the path, showed me how to implement change then stood by me and encouraged me to keep going and moving forward when things got tough."

**G. Ilic.**

*Principal Engineer, TMR.*

"Irena's program provided excellent content and practical exercises from the beginning. She managed the various components expertly as she led us through the program. I have gained in confidence and expertise. I now have a clearer picture of how to use innovative tools and methods to develop programs with the full input of business unit champions."

**J. Peters**

*Principal Team Leader, Department of Communities.*



## LET DR. IRENA BE YOUR 'INNOVATION SHERPA'!

Have you ever wished you had someone who could guide you through the potential pitfalls on the innovation journey that waste time and resources; give you tools to make the journey easy and shepherd you to outcomes that will deliver enormous value to your workplace?

### **If you answered YES then congratulations you've found us!**

This program is a masterful integration of formal and informal learning which provides structure and reinforcement around on-the-job application to create sustained, embedded and meaningful change. The focus is on issues that are relevant to you and your organisation that will bring high-value results. The program is fast-paced and designed to deliver outcomes as quickly as possible.

### **You'll be working with me to:**

1. Upskill your people to be more creative and innovative so that they come up with the ideas to drive innovation in the workplace.
2. Create more engaged staff and team members.
3. Find innovation opportunities in your workplace that you may not have seen before.
4. Connect with your clients/end users in new ways to use them as a source of innovation.
5. Approach innovation in a strategic way for best outcomes for yourself, your team and your organisation.
6. Adapt the models and frameworks provided to scaffold innovation so your efforts get traction quickly and easily.
7. Develop strategies for persuading and influencing others to embrace and adopt innovation.



*"Innovation is a critical foundation for best practice, engaged teams and organisational sustainability. The world needs leaders who can unlock and develop the creative potential that feeds innovation. High performance depends upon it!"*  
**Dr. Irena Yashin-Shaw**



## HERE'S HOW IT WORKS

Our powerful THREE STAGE, ten step innovation methodology takes you on a 60 day journey that elevates you and your team to a whole new level of performance and achievement.



## THE END RESULT?





**"Before anything else, preparation is the key to success."**

**Alexander Graham Bell**

## STAGE 1: THE PREPARATION STAGE

At this stage we prepare you for what's coming up ahead so you get maximum traction for your time energy and investment. We spend time with you to:

● Identify innovation opportunities. Together we look at the projects in your 'to do' list, your 'too hard' basket or your 'wish list' to identify where your opportunities lie for significant, high-value activities that will form the context for the program. This is not a one-size-fits all approach and leaders who come on-board with the mentoring program have undertaken VERY different kinds of projects.

● Scope out an appropriate high value project that aligns with the strategic goals and directions for your team or workplace. Once we have identified an appropriate project we then identify in more detail what specific outcomes you are after and how these may be achieved.

● Identify ways of bringing everyone in your team on the journey.

*By the end of this stage you will have an innovation project planner tool that you can use to map out and launch your innovation project.*

- I** Identify innovation opportunities
- N** Name your strategic outcomes
- N** Notify your team so everyone's on the same page
- O** Open mind to new ways of thinking and doing
- V** Validate insights through application
- A** Adapt the models and tools
- T** Take all team members on the journey
- I** Implement new ideas and processes
- O** Own the outcomes
- N** Normalise new practices





**"You cannot mandate productivity, you must provide the tools to let people become their best."**

**Steve Jobs**

## **STAGE 2: EDUCATION AND IMPLEMENTATION**

Stage 2 is where all the participants in the program collectively begin their journey together. Throughout this stage we focus on learning new innovation skills and capacities and applying them immediately to our professional practice. At this stage you receive :

- High-quality training and development designed to take your thinking and understanding of innovation and creativity to a whole new level. You will receive deep insights into your own creative dispositions using one of the most cutting edge tools from Manchester Business School.
- Insight into how to turn your ideas into action.
- A toolkit filled with models, frameworks, templates and checklists which you can adapt for use in your workplace to get better results faster.
- Creative strategies for engaging others in innovation especially those who don't want to get on the 'innovation bus'.
- Close mentoring, encouragement and support for all your innovation efforts as you power through what needs to be done to achieve the outcomes you are seeking. This comes from Dr. Irena as well as the other participants in the program who are all experienced and talented leaders.



*By the end of this stage you will be seeing significant results and benefits in your workplace. Very often other people are also noticing the changes taking place in your team and area.*





**"Access to talented and creative people is to modern workplaces what access to coal and iron ore was to steel-making."**

**Richard Florida**

## STAGE 3: CELEBRATING AND NORMALISING

Stage 3 is where everyone who has been on the journey together formerly acknowledges the development of their creativity, confidence and innovation capacity and the contribution their project has made to their workplace. The focus is on articulating and sharing the learning from the program. Together we:

- Celebrate the achievements of everyone in the group and share our wins.
- Use our collective learning to ensure that our innovation efforts maintain momentum.

- I Identify innovation opportunities
- N Name your strategic outcomes
- N Notify your team so everyone's on the same page
- O Open mind to new ways of thinking and doing
- V Validate insights through application
- A Adapt the models and tools
- T Take all team members on the journey
- I Implement new ideas and processes
- O Own the outcomes**
- N Normalise new practices**

*By the end of this stage you are ready to use your higher level skills and capacities in different ways. You will be able to adapt what you have learnt in order to apply it to other contexts and projects.*



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**Contact us to find out more  
and to see if the program is  
right for you.**

**Request a complimentary  
innovation strategy session  
with Dr. Irena.**



irena@innovationedge.com.au



0411330301



[www.innovationedge.com.au/strategy-session](http://www.innovationedge.com.au/strategy-session)



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**NO MATTER WHAT STAGE YOU ARE AT IN YOUR LEADERSHIP DEVELOPMENT  
JOURNEY WE CAN HELP YOU TO BE MORE INNOVATIVE AND CREATIVE.**

***OUR SERVICES INCLUDE:***

*Training and education . Consulting . Coaching and mentoring*

*Innovation*  **EDGE**