



SPEAKING TOPICS OF BESTSELLING AUTHOR ALAN G. ROBINSON

All programs are available in lengths from 30 to 120 minutes plus Q&A, and as half-day or full-day workshop; they can be customized to suit the audience's or event's particular needs.

Below are descriptions of some of the talks Alan can give:

6 THE IDEA-DRIVEN ORGANIZATION: UNLOCKING THE POWER IN BOTTOM-UP IDEAS

Every day, front-line employees see many problems and opportunities that their managers do not. They have plenty of ideas to improve productivity, quality, responsiveness, and customer service, to offer new or better products or services, or to enhance their organizations in some other way. Whatever your goals, you need your people's ideas.

As Dr. Robinson will explain, some eighty percent of any organization's potential for improvement lies in front-line ideas. But most organizations do better at suppressing these ideas than promoting them, which means they are taking on their competitors or their mission with only a fifth of their available improvement capability. As a result, they are much less competitive or successful than they could be.

Most organizations largely ignore the enormous resource in their employees' ideas. Either their managers do not realize the power in employee ideas, or they have never learned how to tap this power effectively. This talk will show you the state-of-the-art in promoting front-line ideas, and explain how you can make the same thing happen in your own organization.

When managers gain the ability to implement twenty, fifty, or even a hundred ideas per person per year, everything changes.

⤴ UNLEASHING BOTTOM-UP INNOVATION IN YOUR ORGANIZATION

Research has shown that innovation in organizations is profoundly bottom-up – the biggest and most novel ideas overwhelmingly originate on the front-lines, and are not planned for, or even anticipated by management. But most organizations do a very poor job of promoting bottom-up innovation, if they even try to promote it at all. For them, innovation will occur only sporadically and in an ad-hoc way.

In this eye-opening presentation, Dr. Robinson will show you how innovation actually occurs in organizations and explain the surprising processes involved, which relatively few leaders and managers are aware of. He will then explain the low-cost but high-leverage management actions that you can take to turn creativity in your organization from a sporadic hit-or-miss proposition into something consistent that you can truly count on.

📌 **HOW TO MAKE YOUR EMPLOYEES MORE CREATIVE**

When organizations first set up systems designed to tap large numbers of employee ideas, typically there is no shortage of ideas. But once the obvious problems have been addressed, which usually occurs within a year or so, the rate at which ideas come in typically slows dramatically. To keep them coming, you have to take action to improve your people's creativity.

Creativity can be divided into two parts: problem-finding and problem-solving. Historically, most organizations have focused on problem-solving. This is only natural, because most organizations struggle to keep up with the onslaught of obvious problems that pop up in the normal course of daily work. Why would they go looking for more? A huge industry has built up around problem-solving, and there are many resources available for help in this area. But even the best problem-solvers need problems to work on.

To keep the ideas coming, people have to get better at problem-finding. This talk describes cutting-edge thinking, principles, practices, tools and tips that will immediately open your peoples' eyes to opportunities for improvement and innovation that they would not have seen before. A lot has been discovered, and there is a lot to know.

🏠 **LEADING RAPID PERFORMANCE IMPROVEMENT IN A GOVERNMENT SETTING**

All over the world, government leaders are feeling squeezed. They realize that they cannot produce the results expected of them with the resources they currently have and the approaches they currently use. There is a huge gap between what governments at all levels need to deliver to their people, and what they are currently capable of delivering. And as this gap continues to grow, it is usually addressed through the "cut and control" approach – that is, more rounds of cutbacks or tighter controls. Unfortunately this approach only makes things worse and creates even more cynicism about government on both ends of the political spectrum.

But it doesn't have to be this way. Government leaders are hardly tapping one of the largest resources available to them, which can bridge much of the gap they face – and in some cases, the entire gap. Instead of "cutting and controlling", the solution is to build the capacity for rapid, deep, broad-based, and continuous improvement (CI).

Dr. Robinson has recently completed a study of best CI practices in government at all levels and around the world. As he will show in this talk (based on his forthcoming book), if implemented well, effective CI in government can be a bi-partisan win-win, and a total game changer.

As an educator, Alan also wants his audiences to read his books. If you are organizing an event, and distribute any of his books to participants, Alan will deduct 50 percent of the cost of the books from his fee, even up to the full amount of his fee. He is also happy to sign the books for sponsors, or directly for the participants, as event organizers desire.