



THINK INNOVATION™

A ONLINE COURSE ON CREATING CONTINUOUS GROWTH

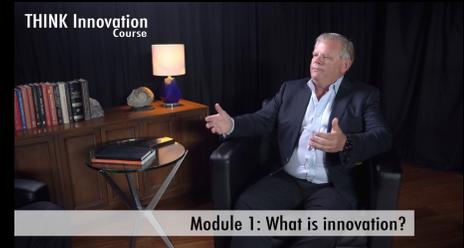
SPARK
PARTNERS

THINK LIKE AN INNOVATOR

Great innovators think differently and see how to maximize opportunities. Our online course **THINK Innovation** teaches you how to think, create, and execute like an innovator. Our breakthrough insights and methods will help change your mindset, giving you the tools, techniques, and strategies to create a culture of innovation in your business to create lasting success. We combine our powerful content, derived from over 12,000 case studies, 20 years of research, and over 50 years of successful business experience, with the latest discoveries in adult learning to give you a truly unique business course that will disrupt the way you think and drive sustainable growth in your business.

OUR COURSE INCLUDES

- Over 25 lessons and 50 videos covering the essential elements to understanding and creating innovation
- Tangible tactics and exercises for effective planning and execution
- Case studies of top innovators and innovative companies
- Access to the **SparkCom Community** and one-on-one conversations with Adam and Manny to guide and direct your learning



Spark Partners

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**"Get outside the box,
then think."**
Adam Hartung

Spark Partners are experts in innovation and business growth. We prepare business leaders and entrepreneurs to think and execute like innovators, by teaching how to identify, classify, and develop innovations that will conquer your market and drive results in your business. Listen to the **SparkCom Podcast** for our insights and conversations on current events that will help you stay in front of market shifts and help propel your business to greater success. Visit sparkpartners.com to learn more.

About Spark Partners



Adam Hartung is a world-renowned expert on innovation. He has served on multiple boards, including Audit Chair for a NASDAQ traded company and has spoken at over 1,000 leadership events as a keynote speaker. His insights into business growth and overcoming organizational obstacles have been featured in over 600 journals, including such notables as Inc, Adweek, Fortune, Washington Times. Adam was named "Top Leadership Columnist" for Forbes.com, with more than 90 million readers. Adam received his Harvard MBA with distinction, and offers three decades of top-tier management consulting credentials with Fortune 500 companies.



Manny Teran is an award winning business leader and entrepreneur with expertise in the areas of innovation, rapid technology deployment, sales, and marketing. Manny has applied his vast cross market experience to launch hundreds of successful commercialization projects, support the growth of established businesses, and has helped many startups launch their companies to sustainable revenue. Manny has served on multiple boards and has received multiple awards for his rapid company growth including Hispanic Chamber of Commerce 40 under 40, Innovation & Impact Award, Copper Cactus Innovation Award.

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COURSE OUTLINE

Our fully online on-demand course comprises engaging videos on the fundamentals to innovation, case studies on today's winning innovators and losing businesses, and substantial exercises to developing an innovative mindset and solutions.

By the end of the course, students will be able to apply their knowledge to understand the following:

- Why is it important to innovate?
- What is innovation?
- Why creating innovation is a challenge
- The importance of growth and what it takes to create it
- How change happens
- Leading your business out of growth declines
- Knowing your value and how to deliver it
- Breaking internal barriers that block growth
- Making strategic pivots
- Creating innovations that are true game changers
- Committing to blank space
- Becoming an evergreen organization

Case studies cover prominent rising and failing businesses including FAANGs (Facebook, Amazon, Apple, Netflix, and Google), Tesla, Sears, Singer Corporation, Lyft, Blockbuster, General Motors, Southwest Airlines, Virgin Group, and more.

When you think growth, when you think success,

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