



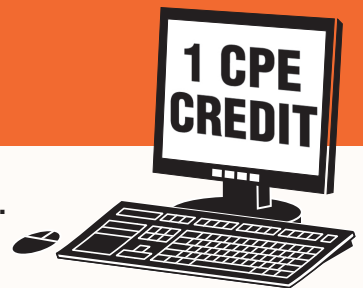
# An Introduction to the Art and Science of Innovation for Government

## Group-Internet Based Course

July 15, 2010

2:00 p.m. – 3:00 p.m. ET

Course Level: Intermediate • No Prerequisite • No Advanced Preparation



Presented by Beverly Stein and Shane Sasnow from the Public Strategies Group.

### Program Overview

With constrained budgets and new service challenges, there is a renewed call for innovative, creative thinking in government. Although, government leaders are challenging their staff to “Innovate!” the necessary tools can be elusive. Government employees, for the most part, have not been exposed to techniques that lead to innovation and are sometimes limited in their ability to shape creative solutions. This webinar will help managers, finance officers, and policy analysts support innovation in government programs and systems.

The webinar will cover the challenges and imperative of innovation for governments today and provide an overview of the theories and techniques used to stimulate creative thinking that leads to innovation.

### Seminar Objectives

Those who successfully complete the webinar should be able to:

- Appreciate how government has innovated over time, the imperative for innovation in government now, and how to support innovation in government organizations.
- Gain an understanding of proven tools for creative thinking
- Think about government in a way that challenges both yourself and your peers to be more innovative at solving problems facing government today.

### Speakers

**Beverly Strein**, President, The Public Strategies Group, Portland, Oregon

**Shane Sasnow**, Owner, Forward Motion Facilitation and Training, Portland, Oregon

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### It's Easy to Participate

- The GFOA's Internet training is delivered to attendees via a secure Web site and audio conferencing service.

### Equipment Needed

- A computer with a Web browser to view the presentation.
- A phone to hear the presentation. (Speaker phone recommended, but not required.)

### How It Works

- Participants will receive e-mailed instructions within two weeks of the program date.
- View materials on secure Internet site.
- Ask questions at any time during the course.
- Test your mastery of the material with interactive exercises.
- Comprehensive PowerPoint presentation supplied for ready reference.



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**Register at [www.gfoa.org](http://www.gfoa.org), by mail, fax, or scan the completed registration form and e-mail it to [training@gfoa.org](mailto:training@gfoa.org).**

### Please Print or Type

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Active Member Name: \_\_\_\_\_

Please photocopy this form for additional registrants.

**Due to the number of registrations received, the GFOA cannot fax/e-mail confirmations. Confirmations will be sent via U.S. mail.**

Registration fee is per person, not per group. Early and/or student registration discounts do not apply to Internet training.

Cancellation requests must be made in writing to the GFOA. All cancellations received five business days before the event date will incur a \$20 administrative fee. No refunds will be issued after that date.

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**Substitutions (government entities only):** A one-for-one substitution of a nonmember for an active member is allowed. If your organization has a current GFOA member on staff who is not participating in these training seminars, a nonmember may attend in his/her place at the member rate. You must provide the member number and/or name of the GFOA member on the registration form.

**Inquiries:** For information regarding administrative policies such as complaints and refunds, please contact the GFOA at [training@gfoa.org](mailto:training@gfoa.org) or at 312-977-9700.

### Registration Fees (Please Check One)

\$35 Active/Associate Member     \$50 Nonmember

Note: Early and Group Discounts Do Not Apply

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New Member Fee (Call 312-977-9700 for amount) \$ \_\_\_\_\_

Discount for Paid New Member (\$ -25.00) \_\_\_\_\_

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### Payment Information (Please Check One)

Fees must be paid in U.S. dollars by check, credit card, or purchase order.

#### Payment by Check:

Payable to "Government Finance Officers Association"

Send to: GFOA • 3076 Eagle Way • Chicago, IL 60678-1030

#### Payment by Credit Card, Purchase Order, Mail, Fax: 312-977-4806, or Scan (e-mail to [training@gfoa.org](mailto:training@gfoa.org)):

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**Please Bill Me.** You must include a purchase order number. Payment must be received for all registrations prior to the event date.

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**Government Finance Officers Association**  
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