



## EXPERT WEBINAR

### OVERCOMING THE THEATRE OF INNOVATION

Many CEOs and business leaders could be accused of 'putting on a show' when it comes to the subject of innovation. While it's important to demonstrate to customers, employees and shareholders that an organisation is 'innovative', there are far too many occasions where innovation stops at the marketing message.

When senior leaders are asked if they are innovative, they must be able to give a better answer than "yes, of course. Innovation is one of the values we outline on our website". Investing in a dedicated Innovation Lab is a big step in the right direction – but building Excellence in Innovation requires more than a 'cool' stage from which to present a theatre of innovation.

This webinar will outline how a structured, repeatable approach to innovation can lead to Innovation Excellence.



Learn from Expert



Get Inspired



Connect globally



Ask an Expert

When: **22nd May**  
**2:00 to 3:00 CET**

Where: **Online Platform**

[Register here!](#)

EXPERT:

**CHARLIE TUXWORTH**



**EFQM**  
Leading Excellence

Charlie has worked in hi-tech growth businesses for over 20 years, and for the last 5 years has had responsibility for the innovation programme in a major UK Financial Services business. Charlie provides innovation strategy & leadership within the company & to a multi-national customer base, as well as mentoring start-ups in Northern Ireland's rapidly growing tech community. Charlie's strength is in helping people to think differently, and to do 'stuff' better

