

Quote:

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."

-Mark Twain

Events:

Innovation 101, 2007

Appreciative Inquiry

A tool for creativity and innovation

September 24 & 25

- Increase your creativity and discover your innovative strengths.
- Move more effectively towards goals.
- Generate new life within a community, organization or group.

You won't want to miss the 2nd Innovation 101 event hosted by the Kings Innovation Council, September 24 & 25 at the Old Orchard Inn. Inspired by the success of the first conference in 2006, Council continues the journey to increase innovation in Kings County with Innovation 101, 2007: Appreciative Inquiry. This event, facilitated by **Dr. Jeanie Cockell**, will focus on providing tools and teaching participants to increase creativity and innovation in themselves, their workplace and the community using **Appreciative Inquiry (AI)**.

What AI does...

- focuses on what's working well (appreciative) and engages people (inquiry).
- utilizes positives to heighten energy, sharpen vision, and inspire action.
- explores 5 Ds model: **Define; Discover; Dream; Design; Destiny!**

There are a limited number of spaces so please register early to avoid disappointment.

For more information:

Registration form attached. (2nd page of PDF)

<http://appreciativeinquiry.case.edu/>

<http://www.jeaniecockell.com>

Feature Article:

Customer Satisfaction: A Flawed Measure

Your customers want more than "satisfying" transactions...they want engaging relationships

by John H. Fleming, Ph.D., and Jim Asplund

Excerpted from Human Sigma: Managing the Employee-Customer Encounter

To master the new discipline of the emotional economy, business leaders need a new way to think about "customer requirements" and a new set of tools to help structure their businesses around them. But exactly how should they construct a new definition of customer requirements?

Traditionally, the customer's perspective has

To read more...

<http://gmj.gallup.com/content/28564/Customer-Satisfaction-A-Flawed-Measure.aspx>

Have a great week.

Marianne Gates

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"Innovation is the successful implementation of a creative idea." Kings Innovation Council