



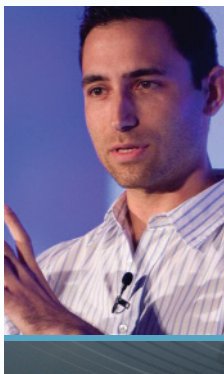
## Making Ideas Happen

Scott Belsky

September 30, 2010 • 8:30–11:30 a.m.

There is a difference between having a great idea and bringing a great idea to life. Scott Belsky understands the process of transforming vision into reality. In his recent book, *Making Ideas Happen*, he describes the methods used by exceptionally productive companies such as Google, IDEO, Disney, and Zappos. Using Belsky's techniques, you can overcome the obstacles that impede you and transform your team's creative ideas into reality. Belsky will focus on what he calls "creative execution" – organizing and prioritizing, leveraging your community for feedback, and pushing past your own doubts. He will introduce a series of best practices proven to be effective across industries.

**Scott Belsky** is the Founder and CEO of Behance, a company that develops products and services for creative industries. He has a depth of experience moving the creative mind into action. Belsky's experience with the Pine Street Leadership Development Initiative at Goldman, Sachs & Co. focuses his ideas on organizational improvement and strengthening relationships. Scott received his undergraduate degree from Cornell University and his MBA from Harvard Business School.



### Leadership Competencies

Gain skills and enhance the following capabilities:

#### STRATEGIC ORIENTATION

- **Action Oriented:** Seizes more opportunities than others. Is action oriented and full of energy for the things he/she sees as challenging. Not fearful of acting with a minimum of planning.
- **Innovation Management:** Is good at bringing the creative ideas of others to market. Has a sense about managing the creative process. Has good judgment about which creative ideas and suggestions will work. Can project how potential ideas may play out in the marketplace.
- **Strategic Agility:** Can articulately paint credible pictures and visions of possibilities and likelihoods. Sees ahead clearly. Has broad knowledge and perspective. Can create competitive and breakthrough strategies and plans.

#### PROBLEM SOLVING ORIENTATION

- **Creativity:** Easily makes connections among previously unrelated notions. Comes up with a lot of new and unique ideas. Tends to be seen as original and value-added in brainstorming settings.

Leadership Competencies are adapted from: Lombardo, Michael, and Eichinger, Robert. *For Your Improvement: A development and coaching guide for: learners, supervisors, managers, mentors, and feedback givers.* Minneapolis: Lominger Limited, Inc, 2000.

#### PROGRAM LOCATION

Donald R. Seawell Grand Ballroom at The Denver Center for the Performing Arts • 14th & Arapahoe, Denver, CO 80204

303-796-0444 • [www.executiveforum.net](http://www.executiveforum.net)