




EXECUTIVE FORUM

2009/2010 Leadership Series®



Advance Intelligence

Great Minds Are
Gathering... Bring Yours



Program Location

Donald R. Seawell Grand Ballroom
at The Denver Center for the
Performing Arts

14th & Arapahoe, Denver, CO 80204



www.executiveforum.net • 303-796-0444

Dan Roam

February 25, 2010 • 8:30–11:30 a.m.

The Back of the Napkin A Tool for Communication and Innovation

Have you ever had difficulty explaining complicated concepts or selling someone on your new ideas? Most of us find ourselves in these situations and, sometimes, words are simply not enough to communicate our ideas clearly. Whether or not you are a visual thinker, and regardless of your artistic talent or training, you can use pictures to illustrate your ideas and communicate more effectively. Consultant to Microsoft, Google, Wal-Mart, and eBay, among others, Dan Roam recommends napkins as critical communication tools that surpass both PowerPoint and Excel in their utility to you as a creative thinker and communicator. You can not only show others what you think, but also clarify your own ideas and come up with more out-of-the-box solutions in the process. Roam demonstrates step-by-step how anyone can use simple pictures to describe complex concepts, solve fuzzy problems, and sell others on breakthrough ideas.



Dan Roam holds two degrees from the University of California, Santa Cruz: one in Fine Art and one in Biology. This combination began Roam's cross-disciplinary approach to problem solving. Roam is the founder of Digital Roam, Inc., and the author of *The Back of the Napkin: Solving Problems and Selling Ideas with Pictures*.

LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

STRATEGIC ORIENTATION

- **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.