

Global Women's Leadership Network

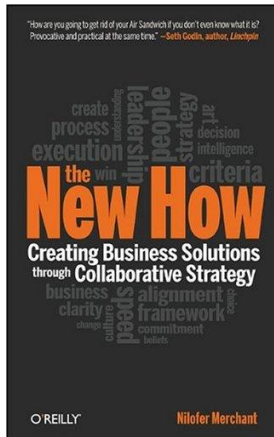
Whole Woman, Whole Leader, Whole World

Global Innovation Dialogue

Tuesday, March 2, 2010, 4:30 - 7:00 PM

Collaborative Strategy: The New How

Creating Business Solutions through Collaborative Strategy focuses on processes, people, and ideas



Join us for a Global Innovation Dialogue. When designing a strategy, management gurus have always said “people matter.” But those same gurus still relegate strategy to an elite set of executives with a focus on grids, frameworks, long presentations and hierarchical approaches. Business strategy typically has been planned by corporate chiefs in annual meetings, and then dictated to managers to carry out. The New How turns that notion on its head.

After many years of working with different companies, Nilofer Merchant presents in her book **The New How** a new way to create a business strategy. When employees get involved in strategic development they believe in and are equipped to successfully implement.

The book also defines the key behaviors people need to adopt and bring into the process. It focuses on the people paradigms that cause businesses to fail.

If you want to know about how to create a collaborative culture, innovate faster and strategize to win, then you will be interested in **The New How** and want to attend this Global Innovation Dialogue.

If you want to learn about the book go to www.the-new-how.com

If you want to buy the book directly go to <http://bit.ly/thn-book>

Date and Time:

March 2, 2010

4:30 pm - 5:00 pm Registration

5:00 pm - 7:00 pm Presentation and Discussion

Location:

California Mission Room at Benson Center
Santa Clara University
500 El Camino Ave.
Santa Clara, CA 95953

[Click here for campus map and directions](#)

Registration Information:

To Register: Pre-registration \$25, at the door \$35.

SCU Faculty, staff, and students are free.

To register online, go to: www.scu.edu/business/gidrsvp/

***Corporate sponsorships, including a table of 8 persons available at \$300, tables of 10 persons available at \$400**

For GID information or to VOLUNTEER contact: Bonita Banducci, banducci@genderwork.com , 650-529-9336

About the author

Nilofer Merchant, CEO, strategist and author, is a leading authority on creating business strategy to achieve success. Merchant has honed her unique, collaborative approach to solving tough problems for companies like Adobe, Apple, Nokia, HP Pinnacle, Logitech, Openwave, Symantec, among others, to create solutions to win markets.

As Rubicon's founder and CEO, Nilofer leads a distinguished team of hands-on operational veterans. Her keynote presentations attract standing room only crowds at business leadership events, technology expos, women's conferences, and universities.

Merchant has won multiple awards for her insights in applying strategic thinking and innovation, and has been quoted and published in top business media, including BusinessWeek, Entrepreneur, Fortune and the Wall Street Journal.

She has earned an MBA from Santa Clara University, a BS in Economics from the University of San Francisco, and is certified by Interaction Associates as an instructor of facilitative leadership.