

How to Win the Respect of Customers and Employees By Launching New Products and Services Successfully

- **90% of executives - your peers - believe innovation is crucial for future success.** *Unveiling the latest advancements in AI technology.*
- **Indeed, 60% of businesses view innovation (new products and services) as a key driver for profitable growth.**
- **Competitively speaking, organizations with a strong innovation culture are 30% more likely to outperform their peers.**
- **Specifically, researchers have found that innovative organizations do 11% better in sales and 22% better than competitors in earnings-before-interest-and-taxes.**
- **Thinking now about workforce: On average, innovation will increase your firm's productivity by around 3%.**
- **A significant majority of execs - people like you - recognize that their current business model is at risk of disruption (because of AI and new competitors). This disruption, they believe, will probably hurt growth.**
- **These same executives believe that innovation is crucial to their growth strategy.**
- **Nevertheless, 94% of managers are dissatisfied with their company's innovation performance.**
- **This is probably because only 30% of companies successfully execute their ideas to produce consistent, innovative results.**

Few People Understand
the Power of Innovation in
Revitalizing Nebraska and
Clogging Brain Drain



There is no organization in Nebraska that is more familiar with innovation than NEWbraska. No organization has produced more bottom-line results around innovative projects than NEWbraska. For instance, a billion dollar turnaround for Pepsico in only 3.5 years. The second person in history to sell interactive advertising. The second person in America to bring urban and rural children together in all 50 states over 40 years. The only person to empower UNL with business videos that became so popular, they displaced Harvard, Wharton, MIT and Stanford on iTunes University in only two months. The only person in Nebraska who has hosted 111 business and economic development TV shows. The only person who has disrupted the architectural industry by linking building design to Nobel Prize winning research that can be used by economic developers to energize communities and thus, attract young professionals.

“perceptive genius”

*“the Orson Welles of marketing,
management and innovation”*

