

**DATE:**

Friday,  
September 23, 2022

This is a virtual meeting via WebEx. Log-in information will be provided on the registration confirmation email.

**Time:**

9:00 am PDT  
(check website to confirm times)

**Cost: Free for ASQ members and non-members**

To register for this meeting and obtain the WebEx link and sign-in information, click [here](#).

**Attendance at this meeting earns 0.5 RUs toward ASQ recertification.**

NOTE: Be sure to use the same email address to join the virtual meeting as you use when registering to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about ASQ's Innovation Division, click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events: [www.asq614.org/](http://www.asq614.org/)

## Why the 21<sup>st</sup> Century Requires Collaboration, Innovation and a New Style of Leadership



### **Bettina von Stamm** Founder, In Relentless Pursuit of Innovation

The 21st century is nothing like we have experienced before. There is the still ongoing pandemic, increasing adverse climate and weather-related records, the sixth wave of mass extinction, and the economic crises that are expected as a consequence of all of these things.

To steer our planet toward a sustainable future path, incremental innovation is no longer enough. What is required is transformation and radical re-thinking about the way we do things.

This presentation will help meeting attendees:

- Gain a clear understanding of what has led us to where we are
- Learn why collaboration and a different leadership style are key to unlocking our future
- Leave with actionable starting points for moving forward

*About the presenter: Bettina von Stamm has been a visionary thinker and doer in the field of innovation for over 25 years. She runs leadership seminars and workshops, speaks at conferences, coaches and mentors others, and teaches MBAs and executives. Bettina brings her contagious positive energy to bear to inspire and open minds. She enables individuals and teams to think differently about being creative, about applying that creativity to their business, and she enables highly diverse teams to work joyfully with each other - things that are more important than ever in this always changing world. Bettina's credibility arises from an approach that combines her deep insights with latest insights from scientific and social science research; her passion for and knowledge of her work make her fun and engaging to work with.*