

The
Burchard
Group

Partners in Profit and Purpose

[Note: Contact information has been removed to protect privacy]

Dear NAME ,

I just had a very exciting (and surprising) exchange with one of your executives about your incredible new brand positioning focused on innovation. It's clear, and awe-inspiring, that your company is now placing innovation at the core of its strategic priorities and marketing initiatives, but apparently there has been some concern internally that not enough consultants have been given a tool or training about exactly what "innovation" is, how to do it, or how to explain it or scale it with your clients.

I'd like to offer some help, which NAME, a partner at COMPANY, has already appreciated. I've written a 24-page white paper on innovation and summarized in quick order what the world's leading organizations are doing in this space and outlined exactly what it takes to make innovation happen. The white paper is called *The Leader's Guide to Innovation*, and several of your employees really love it. Here's the outline:

- ◆ Innovation Ready: How Companies Position Themselves to Create New Value
- ◆ What Drives Innovation? Cultural Habits of Innovative Companies
- ◆ What Halts Innovation? Innovation Inhibitors and Activators
- ◆ Innovation Leadership Principles: Making Innovation Personal
- ◆ The Infrastructure of Innovation: Making Corporate Innovation Possible
- ◆ The Ideation Process: Thinking and Working Differently
- ◆ The Road to Innovation: The Process Beginning-to-End

Here's what one of your senior executives said:

"The *Guide* outlines why innovation is key to an organization's strategy and provides cutting-edge research and thought leadership on what it takes to make innovation happen. Readers will learn the cultural habits of innovative companies, what inhibits or activates innovation, which leadership principles work best to accelerate it, how companies structure themselves to achieve it, and how individuals and teams can think and collaborate differently to produce it in their day-to-day working approaches. The *Guide* is a quick read and full of clear concepts, real-world examples, and actionable strategies aimed at helping deliver innovation. This is absolutely brilliant and a must read for all of our people if we're going to win in the innovation space!"

—NAME, COMPANY

I think you can see the value of this whitepaper, and I'd love to speak to you on the phone about how we can perhaps edit it for your use and get it out to your executives. Maybe we make it a downloadable e-book so that your employees can access it immediately and at no cost. Just an idea. I'll call you on Thursday morning, NAME, to discuss how I can help. Of course, feel free to reach out to me earlier than that at NUMBER Let's talk soon, though, and let's deliver innovation to your people fast.

In Friendship,

Brendon Burchard
Author, *The Leader's Guide to Innovation*
CEO, The Burchard Group
NUMBER

Confidential and Proprietary. For illustrative use only. Similar results may vary. Do not duplicate or distribute without written permission of The Burchard Group. For permissions request contact info@burchardgroup.com.