

PROBLEM SOLVING

LEADERSHIP VISION  
INNOVATION

CREATIVE

GENIUS DISCOVERY FUTURE TEAMS IDEAS DESIGN THINKING  
PES INC.

## Ignite Your Innovation Genius<sup>SM</sup>

*An Innovation Leadership and Design Thinking Program*

**Sherry L. Gevedon, PhD, MBA, MS, RN**



*Dr. Sherry L. Gevedon, Stanford MedicineX 2019*

**“THE FUTURE OF HEALTH CARE REQUIRES A DIFFERENT KIND OF LEADERSHIP.”**

**DR. SHERRY L. GEVEDON**

Health care disruption driven by digital health, new industry players, demographic shifts and consumer demands are combining to create an exponential change. The implications for health care leaders at the helm are staggering.

***Leadership as usual is no longer adequate...***

**Dr. Gevedon** will engage health care leaders to view their roles through the lens of Innovation, Leadership and Design Thinking.

*Using evidence-based research in leadership and case studies to show how the behaviors of leaders consistently drive innovation in products, services and processes, leaders will be inspired to create new mindsets and explore design thinking as a creative problem-solving framework for team innovation.*

**Save the Date and Program Planning ▶ ▶ ▶ Call Shirley Decker 352-406-7639**



Professional Education Seminars, Inc. (PES, Inc.)

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For marketing, media inquiries  
or to schedule your training program  
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## Create an Innovation Leader's Mindset

*"We cannot solve our problems with the same thinking we used when we created them."*

*Albert Einstein*

### Program Goal and Target Audience

*Innovation Leadership and Design Thinking* is an interactive and experiential leadership development program for health care leaders who will explore *leadership* and *design thinking* behaviors that drive *creative problem-solving* in teams and *accelerate innovation* in organizations.

### Learning Objectives

- Explore evidence-based characteristics of innovation leaders
- Discuss how leaders drive innovation in products, services and processes
- Apply a design thinking process
- Create new mindsets for creative problem-solving
- Experiment with tools and techniques that accelerate innovation in teams
- Apply a plan of action to a real-world design challenge

### Meet Dr. Sherry L. Gevedon



*Sherry L. Gevedon PhD, MBA, MS, RN*

Sherry holds a doctorate in leadership and is a member of the national honor societies of Phi Kappa Phi and Sigma Theta Tau. She is certified in leadership, coaching and design thinking.

*Dr. Gevedon's research has created many of the industry's best practices in leadership development.*

She founded PES Inc. in 1991 and is a pioneer in disruptive innovation in digital learning in higher education and health care.

Her innovation leadership is shared in global think-tanks, design challenges and leadership maker spaces.



## Sherry L. Gevedon, PhD, MBA, MS, RN



***“Innovation is driving strategic business decisions around the world...and leadership is the accelerator!”***

***Dr. Sherry L. Gevedon  
Founder and CEO, PES, Inc.***

**Dr. Sherry L. Gevedon** has been a leadership guru for over 20 years starting with a doctorate in leadership. She is an entrepreneur, author, researcher, keynote speaker and seminar leader in innovation. She is a leader in three major trends in disruptive innovation including online learning in corporate and higher education and digital health care foresight. She has been an advisor to startup companies in health care and technology for 15 years. She is deeply engaged in digital health startups as it relates to the patient experience of the future. *Her seminal work in innovation leadership is shared in design challenges, global think tanks, and leadership maker spaces.*

Dr. Gevedon’s seminars engage leaders toward a methodology for innovation through leadership and design thinking. Her keynote speaking engages audiences to “ignite their innovation genius” about today’s challenges with a future mindset. Her consulting guides leaders through a process of establishing teams to capture innovation in real time.

*She is a certified facilitator for the Leadership Challenge Workshop and Leadership Assessment, registered and certified professional coach from the Worldwide Association of Business Coaches and certified in Stanford University IDEO’s Design Thinking.*

In addition to her role as founder and CEO of PES, Inc., she has served in higher education positions as assistant professor and academic dean, in business and nursing, in two major teaching universities in the United States, she is an international consultant and global advisor in technology innovation and disruption.

As a government consultant for over 15 years, her work in leadership development, coaching and innovation includes NASA, Army, Air Force, Veteran’s Affairs, Navy and DHS. Her engagements span corporate, higher education and health care organizations with presentations at The Cleveland Clinic, Nursing Innovation Summit and Patient Experience Conferences, Society for Health Care Strategy and Marketing/AHA (SHSMD), Advanced Practice Providers Leadership Summit (APPEX), Stanford’s MedicineX Change.

Dr. Gevedon holds a PhD in Leadership from Miami University, an MBA from Xavier University, a Master’s and Bachelor’s degree in Nursing from Wright State University. The recipient of two prestigious honors, Dr. Gevedon was inducted into The Honor Society of Phi Kappa and the National Honor Society, Sigma Theta Tau.

## About PES, Inc.

PES, Inc. established in 1991, is an innovation company with leaders who identify challenges and solve problems that matter. We connect individual leaders to teams with shared interests to facilitate meaningful collaborations.

We have created many of the industry standards and best practices in innovation and leadership development around the world!

Our philosophy is that leadership is giving back. We provide global advisory services to social entrepreneurs and support initiatives that make a difference.



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Orlando, Florida  
www.greypit.com

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- 🌱 Design a flexible schedule aligned with your goals (2-3 days are typical)
- 🌱 Explore opportunities for follow on coaching for your innovation leaders
- 🌱 Experience our Genius Lab with customized design challenges for high impact, results driven team learning
- 🌱 Grow your leaders through our design thinking facilitator seminars
- 🌱 Engage in our pre-work for customizing the learning experience
- 🌱 Host the program on-site at your facility or one of our seminar locations
- 🌱 Take advantage of our unique retreats that include golf and learn formats



**PES** INC Certified **SBA** **WOSB**  
Woman-Owned Small Business

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