

Title: Tactics of Innovation

Production Company: Star Thrower

Reorder Information: 1-800-PARADIGM

Length:

Synopsis:

In this program, Joel Barker goes on location to share stories on why people say “no” to new ideas. More importantly, he introduces a ten-step strategy on how to remove barriers between new ideas and people who naturally resist change. These tactics will dramatically increase the acceptance of any kind of idea.