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*"NO SAFE SPACE"*



# THE FEAR OF INNOVATION

## Context

History is littered with the consequences of poorly made choices.

We make multiple decisions each day. From deciding what to wear in the morning to deciding on questions of strategy for our business. We think and we contemplate and we believe that we are making good decisions. Even when we are not.

All too often, past experience and emotional issues cloud and obscure the view ahead of us and so we either avoid the discussion or take the route that is most comfortable.

With disastrous results.

It is often easier for companies to "Do what we have always done." Many will make critical decisions based on what their business is not what their customers want. This is the fear that prevents innovation. And this is what has caused the demise of some the world's most powerful companies.

Without a clear understanding of what we fear and why we fear it, without practical guidelines as to how we determine this, employees have little to assist them with regard to some of the options and choices that they confront.

## Who is Howard Feldman

Howard Feldman is the author of the books; *Carry On Baggage* – the story of a man who thought he travelled light and *Tightrope* – Musings of Circus South Africa.

He is a weekly columnist on News24 where he is often the "Most read" columnist but contributes to various publications around the world.

He is the daily talk show host 6-9am on drive show on Chai Fm – The Morning Mayhem, where he engages in current events, business, politics and socio political commentary. And where he offers No Safe Space.

Howard is a lawyer by qualification but spent 15 years building and managing a physical commodities company from its inception to ultimately being the largest global chrome trader with 6 offices around the world.

His thought provoking, humorous and entertaining style, coupled with his deep insight into the human psyche places him in a unique position to engage, challenge and educate.

## Course overview

Howard Feldman's dynamic "The Fear of innovation in the Workplace" program will engage the participants and encourage dialogue on the nature of innovation and resistance. The course is intended to challenge, to create awareness and to show the value of conscious decision making in the workplace. It provides a practical guide to evaluating a situation in order to determine a desired positive outcome.

The course takes a fascinating journey through history; From the spice trade to the modern camera, the program examines examples of the success and failure of market leaders.

## Lesson objectives

At the conclusion of the course participants should be able to;

- Identify their own fearful behavior
- Understand the motives that drive fearful behavior
- Value innovative versus fearful behavior
- Have a practical way to deal with fear to make courageous decisions

## Topics to be covered

- A history of fear of innovation in the work place?
- Understanding Stoicism and the practical use of this philosophy
- Setting a standard for individuals and for companies
- Expectations from a company ethos perspective.

## The nature of the course

The subject matter is critical to any organization and is one with gravitas, but the best results are achieved when participants enjoy the session and engage openly. The course is intended to be fun and interactive but not deviate from the serious topic that needs to be addressed. The course material consists of:

- pop culture references.
- economic studies.
- behavioral psychological studies as well as
- personal stories.

This creates a focused, engaging and enjoyable learning environment.

## Who Should Attend

The course targets multiple levels within an organisation. The best suited participants are those who are able to engage in the subject matter of the course. Past participants have included employees who represent the organisation outside the company as well as those who set the parameters for the ethos of the company.

## The details

- Length 1 hour depending on engagement
- Requirements:
  - o Projector
  - o HDMI Port
  - o Space to engage audience

## Contact details

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