



CORPORATE UNIVERSITY RESEARCH's (CUR) ongoing consulting and research on efforts suggest that there are six keys to creating a culture of innovation. One key is to create a Signature Event that helps to transmit the core values of the organization and the business culture.

In some companies, there may be several such events – one for all employees when they join the company, another for all staff that transition to leadership for the first time and another for partnership or senior leadership status. In each case, the Signature Event has three key features:

- First, it is an essential event that communicates key knowledge, practices, beliefs and/or core competencies unique to that firm.
- Second, it serves as a “rite-of-passage” or social ritual that connects each person to the greater community – be that the business, functional group, role or desired business outcome.
- Third, it is a networking event that creates collaborative bonds. It enables information sharing, encourages collaboration and often builds key peer and mentor relationships.

Signature Events serve as critical anchor points for building and maintain a culture of innovation. Corporate University Research helps to design and prototype the event and works to transition the delivery to your leaders and HR function.

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