

**Air University eGPME Webinar Series:** [Friday, 4 October 2019, 1330 CDT/1830Z](#)

**Title:** The Innovation Spectrum—From Creative Vision to Cooperative Advantage

**Presenter:** Mr. J. William “Bill” DeMarco  
Chair, Department of Leadership  
Air University, Air Command and Staff College

**Webinar Link:** <https://eSchool.AdobeConnect.com/webinar>

**Future Webinar Schedule:** <https://www.airuniversity.af.edu/eSchool/Webinars/>

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### **Background/Information:**

Innovation is a top priority for most organizations today, including our armed forces. The CJCS and CSAF have made remarks concerning how we need to be innovative within our services and the DOD. Tune in on Friday, 4 October at 1330 CDT, as Mr. Bill DeMarco discusses putting innovation into practice. While this presentation is geared toward the total force, he will also discuss research opportunities for students enrolled in the Online Master’s Program (OLMP).

Think about this: Innovation is a form of positive deviance and is the opposite of standard operating procedures. Most processes are designed to align your organization, which is great if you want efficiency and quality. If you want innovation though, you have to introduce the variety necessary to produce valuable growth. Innovation is generated through the creative power of constructive conflict. When people have diverse views, skills, and experiences, they take different approaches to creating value. These points of departure, when properly and respectfully engaged, challenge the status quo. More importantly, they produce new and hybrid ideas that lead to breakthrough products and services.

Here at Air University, we are charged with establishing an unmatched twenty-first century National Security Innovation Base that effectively supports Department operations and sustains security and solvency. American technological innovation and its culture of performance will generate decisive and sustained U.S. military advantages. This webinar is just one more step towards this much larger goal—educating the warfighter in the finer points of innovation.

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