

Dear Mark,

Did you catch the Olympics this year? Personally, I was most impressed by Jamaican newcomer, Usain Bolt. Here's a guy who broke records in both the men's 100 and 200 meter races. He took home three gold medals, literally doubling the number of medals his country has won since 1980.

**You don't accomplish such impressive results without training and a great coach.**

I think the same adage applies to business. Take GE, for example. During the tenure of former CEO Jack Welch, the company grew by more than \$250 billion dollars. Much of the credit for this goes to "coach" Welch, who trained his people to look for and capitalize on innovative opportunities.

**Mark, what if I told you that you could educate your people to do the same, and reshape the future of ABC Company in the process?**

All you need is training and coaching — and I can help with both. [Click Here](#) to find out how.

I'd like to invite you to join me at an [exclusive event](#) designed to help your organization **create** and **execute** a winning strategy for innovation. A strategy that grows your business by enabling you to discover and deliver what customers want most.

At this event, you'll find out how to:

- Design and implement an enterprise-wide innovation strategy using a proven innovation roadmap.
- Employ the five keys to successful innovation as applied by the world's most innovative companies.
- Establish a "culture of creativity" by encouraging collaboration and developing innovative capacity.
- Lead a comprehensive innovation program and measure results using best practices honed by other innovators.

Due to the nature of this special event, we must limit the number of participants. [Click Here](#) to reserve your spot, or feel free to call me directly at ###.

I look forward to speaking with you.

Regards,

(Signature Block)