

Sophia University, Faculty of Economics – Open Seminar

経済学部主催講演会

Overcoming the Resistance that Awaits New Ideas

Speaker

Professor David Schonthal

David Schonthal is an award-winning Professor of Strategy, Innovation & Entrepreneurship at the Kellogg School of Management and co-author of the best-selling book, *The Human Element*.

How do you get people to say yes to a new idea or innovation?

In this interactive session, Kellogg School of Management Professor David Schonthal, co-author of the best-selling book, *The Human Element*, highlights the Frictions that operate against new ideas and innovation; describes the unexpected reasons why the ideas and initiatives people are most passionate about get rejected; and explains how to transform those frictions into important, powerful catalysts for change.

15:25 - 17:05, Thursday, June 22, 2023

Room 409, 4th Floor, Building No.6

Language: English

Open to students, faculty, and staff / Registration Required in Advance

Contact: sophia.economics.lecture@gmail.com

Register Here

