



France-Amériques

Cercle des Nations Américaines

CHICAGO BOOTH



The University of Chicago Booth School of Business

« Rewarding Innovation – Can New Ideas be Bought? »

Braekfast with

Professor Michael Gibbs

Can creativity be motivated by rewards? This question is the subject of controversy among psychologists and economists. Professor Michael Gibbs, Faculty Director, Executive MBA Programs, and Clinical Professor of Economics, provides some new insights into this question by discussing his latest research on innovation at a technology company. The company uses interesting and unusual practices to motivate employees to generate new ideas on behalf of clients - including an experiment involving non-monetary rewards for new ideas.

Join Professor Gibbs as he reveals findings from the experiment, and explains the implications for motivating creativity in the workplace.

08:00 Registration & Breakfast

08:30 Program and Q&A

09:30 Networking

Tuesday October 16, 2012

à France-Amériques 9 avenue Franklin Roosevelt 75008 – Paris

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Registration

**« Rewarding Innovation – Can New Ideas be Bought? »
Tuesday, October 16, 2012, 0 8:00 – 09:30**

Monsieur, Madame :

Fonction :

Société :

Adresse.....

E-mail..... ☎

Membre FA : 25 euros Non-membre : 35 euros

**Bulletin à retourner avec le règlement à l'ordre de France Amériques
9, avenue Franklin Roosevelt 75008 Paris avant le 10 octobre 2012**