

**January 1<sup>st</sup>, 2012**

Idea Connection Systems (headquartered in Rochester, NY USA), founded by Robert Rosenfeld, is pleased to announce a strategic partnership with Inspire Imagine Innovate, Pte. Ltd. (Singapore). Starting January 1, 2012 Inspire Imagine Innovate, Pte. Ltd. will be a representative of Idea Connection Systems products and services in Singapore and the APAC region.

“We are very pleased to have joined forces with the team at Inspire Imagine Innovate,” said Andrew Harrison, Idea Connection Systems’ Innovation Ambassador. “They are a diverse group who brings a unique approach to leadership development. They connect with clients in ways that provide very positive results.”

Idea Connection Systems’ focuses on the human dynamics that make innovation happen in organizations and include proprietary offerings such as the innovation tool, ISPI® Innovation Strengths Preference Indicator®, Four Cultures Assessment, the Office of Innovation™ and Mosaic Partnerships™. Their founder, Robert Rosenfeld, is a cofounder of Association for Managers of Innovation (1981) and the Innovator in Residence Emeritus at the Center for Creative Leadership (CCL). He is also the author of the book, “Making the Invisible Visible: The Human Principles for Sustaining Innovation,” (2006) and co-author with Gary Wilhelmi of the book, “The Invisible Element: A Practical Guide for the Human Dynamics of Innovation” (2011).

“Working with Inspire Imagine Innovate will leverage our products and services in a way that will boost our impact with clients all over the Asia-Pacific region,” said Rosenfeld.

The partnership with Inspire Imagine Innovate continues Idea Connection Systems’ reach around the world. Inspire Imagine Innovate joins other partners in Brazil, India, Europe, Canada and Dallas, TX.

[www.innovating.com](http://www.innovating.com)

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