

WHAT WE DO

INNOVATORS:

We are a team of professional innovators. Because we have thrived by our wits in a variety of industries and professions, we represent a diversity of specialities including (but not limited to) expertise in branding, HR, performance metrics, leadership, mediation, accountability, coaching, marketing and communications.

IN RESIDENCE:

Two or more of us come into your organization as practical visionaries. We permeate every corner of your culture to stimulate innovative thinking-and-doing.



OUR SIGNATURE PERK:

We come back for regularly scheduled visits during the year to remind, to re-coach, and to reinvigorate accountability to your commitments. We designed this perk because we fully understand that your newly cultivated cultural change can still fall by the wayside even in the best of circumstances.



HOW IT WORKS: IN 4 PARTS

Part 1: MEASUREMENT

We begin by measuring the innovation quotient (IQ) of your current culture. If you have a tool already in place for that purpose, we will be happy to use it. If not, we will use our own or shape one that works for you.

Part 2: IMMERSION

We immerse ourselves in your organization for 3-5 days. During that time we will offer a variety of programs which incorporate the tools and techniques that have worked for us as professional innovators. *Some of the components include:*



◆ **Creative Juices Bar**

AM & PM workouts to cross-train the brain by using Creativity Central's Stretcherercises™.

◆ **Out-of-the-Box Lunch Sessions**

60 - 90 minute lunch-and-learn sessions focusing on a specific aspect of innovation, e.g., "the power of collaboration" or "how to honor ideas."

◆ **Creative Spirits Recap Happy Hour**

A late afternoon debriefing session to review the learning and celebrate the accomplishments of the day.

◆ **Fanning the Creative Spirit Workshop**

Our signature 3-4 hour morning session utilizing our ACT formula (Attitude, Commitment, Tools) presented in a non-threatening but highly interactive format.

◆ **Idea SWAT Teams**

The facilitation of quick-response problem-solving sessions that address any organizational challenge.

◆ **Innovator's Tool Kit**

A variety of tools, accessories and take-aways which may include:

- Stretchercises™
- E-vites, E-minders, E-quotes,
- Book: *Fanning the Creative Spirit*,
- Cards: *Creativity A La Card*,
- Posters,
- Think Pen™,
- "What If?" Hats



◆ **Innovation Coaching**

One-to-one guidance provided by an experienced leadership and creativity coach.

◆ **Leadership Development**

One-to-one guidance provided by one of our "innovators" skilled in leading innovation and change in a variety of organizations.

◆ **Collaborative Team Development**

A focused collaborative initiative emphasizing the use of innovation tools in the context of a *team*.

Part 3: RETURN VISITS

Six-to-eight weeks after the initial immersion: focus on accountability.

Two-to-three months later: emphasis on reinforcing the impact of the immersion.

Two-to-three months after that: tying up loose ends and finalizing next steps.

Part 4: EVALUATION

We will collaborate with you to measure the results as "inno-metrically" as we can employing the same tool we used at the start of the program.

