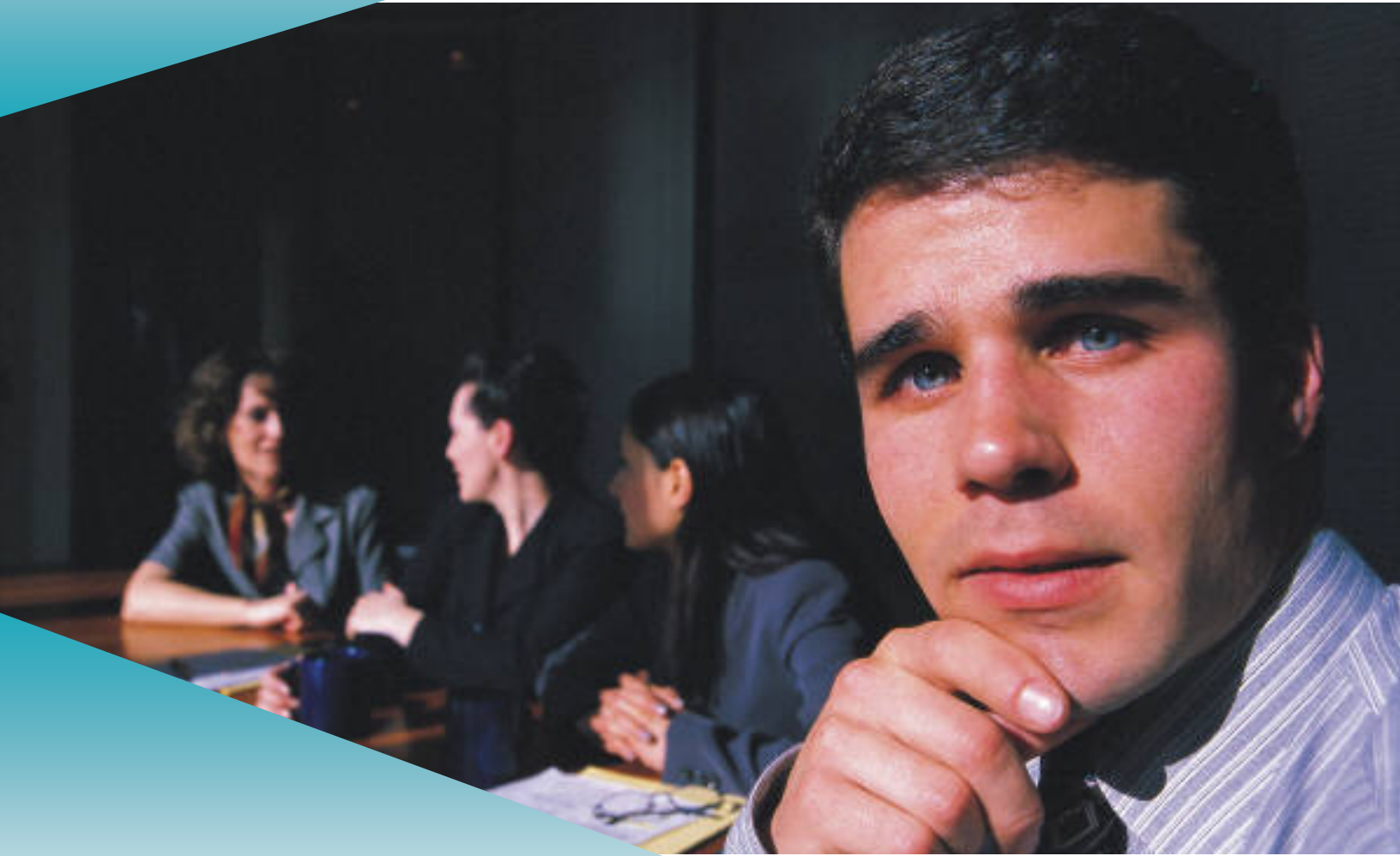




A Structured Process for Maximum Creativity



- ✓ Put form and process around a brainstorm session
- ✓ Generate ideas in a structured but creative manner
- ✓ Solicit input from all participants



INNOVATIVE
MANAGEMENT
TOOLS™

Solutions for Change Management

Welcome to IDEAS!



Dear Colleague,

How many times have you left a brainstorm session wishing it could have been more structured and taken less time?

All organizations – whether small, medium, or large – share the same need to generate creative ideas and problem-solving suggestions as quickly, smoothly, and efficiently as possible. Often inexperienced brainstorm session facilitators have a difficult time keeping the session flowing and under control without losing creativity. We've all been part of those sessions.

IDEAS, the brainstorm activity, is designed for managers and/or supervisors who see the value of tapping into all participants for ideas while keeping the session from being controlled by the stronger personalities in the group.

Unlike other activities that require extensive consulting, days of employee time, and excessive costs, IDEAS allows a structured, result-oriented brainstorm session to take place in a fraction of the time...at a fraction of the cost.

Not only do the session facilitators appreciate IDEAS, so do employees. Running a session when total involvement is desired and critical, employees value the communication opportunities that IDEAS provides. Employees also appreciate that their ideas, issues, and insight play an active role in the session results.

I am sure that once you use IDEAS to conduct a brainstorm session under a structured environment without losing creativity, you will quickly find multiple ways to put it to work for you and experience the many benefits.

Sincerely,

Patrick Seaton
President
Innovative Management Tools

A Structured Process for Maximum Creativity

How many times have brainstorm sessions failed to meet your expectations? Do all participants offer ideas, or only a select few outspoken people? Were your results analyzed to pinpoint the best ideas to take forward? Do you wish your brainstorm session facilitator simply had more control of the group?

Finding the answers can make the difference as to whether your organization moves ahead...or falls behind.

IDEAS can help.

IDEAS is a brainstorm activity that helps you put form and process around what is often nothing more than an unorganized conversation. The result? By methodically tapping into all participants' creative ideas while maintaining structure, the sessions move along faster, participants buy-in improves, and people don't feel like they have wasted valuable time.

With IDEAS, you can conduct a *complete brainstorm session in four hours or less.*



Meet the Challenges of Today's Ever-Changing World

In today's fast-paced world, change is the only constant.

How good ideas are generated and implemented can be anything but constant. IDEAS helps you and your employees save time and energy by *getting the best ideas out on the table in a structured and efficient manner...*maximizing efficiencies while minimizing frustration.

IDEAS provides managers innovative ways to coordinate critical tasks, including:

- ✓ Resolving a large "crisis"
- ✓ Developing campaigns or promotions
- ✓ Creating options where none seemed to exist
- ✓ Assessing employees' knowledge and creativity levels

The Activity in Action

The Strong Personalities, the Middle of the Road People, and the Wall Flowers

You and your team are tasked with defining the new marketing campaign for your company. As you begin your preparations for the brainstorm session you will have next week, you begin to wonder how will the variety of personalities in the session work together in an efficient manner. You have a handful of strong personalities – people who like to give their opinions first and sometimes fight for their suggestions far beyond when others have given up. However, you also have a small group of people who aren't comfortable in group settings, but who often have very excellent ideas. Lastly, you have a group in the middle who will offer information when asked, but typically don't volunteer to speak. How to get everybody working together and tap into the entire group?

IDEAS is exactly that tool. Through its methodical approach, all participants have an opportunity to offer their suggestions in written form and then verbally to the group in a controlled setting. By keeping everybody under the same guidelines and session rules, the session can pull the best ideas forward and make the best marketing campaign possible.

Begin Managing the Future... Today

IDEAS helps channel creative efforts through a flexible structure.

IDEAS is more than a one-time activity – it provides the framework for a process of employee renewal. To reap maximum benefits, use IDEAS in your department each time you need to include several employees (with diverse personalities) in a brainstorm session that will tap into everybody's ideas. Getting everybody to participate, offer suggestions, provide feedback, and accept the best ideas. Furthermore, once everybody understands the rationale for choosing the best ideas, employees buy-in to the results. The best part is that IDEAS can be used across the organization in all departments...all for the same reasonable, one-time cost.

Use IDEAS to

- ✓ Apply structure to a brainstorm session
- ✓ Generate ideas and suggestions in a group setting
- ✓ Solicit input from all participants
- ✓ Minimize chaos and debates
- ✓ Highlight the best ideas

The Activity Process

- 1 Assemble the appropriate participants, planning for a four-hour, methodical brainstorming and communication session.



- 2 Run the session effectively, engaging all participants. All material needed to run a session, along with step-by-step facilitator instructions, is included.



- 3 Create well-defined action plans, based on the session results. Move forward efficiently and effectively while you implement your plans.



Crisis! We Need a Resolution Fast!

Stop the show! The crisis that hit your organization has caught everybody off guard and needs immediate attention. You've assembled a team of your best problem-solvers and your mandate from senior management is to come up with the list of possible solutions to the problem as soon as possible. Everybody on the team is anxious to start fixing the problem, but you know that you must approach the crisis resolution with control and order. You need to channel the team members' energy as effectively as possible in order to get down to the root of the problem and generate the list of solutions for management.

IDEAS is just what you need. By letting your team channel their energy into the activity to brainstorm as many solutions as possible, no ideas are stifled in the early stages and only the best ideas move forward to the final list. Even more important is that not only are the ideas generated, but the team has the opportunity to consider the implementation aspect of the proposed solution as part of the process. Fast results and a step into implementation – two value benefits the activity offers.

Let Us Do it All ... or Show You How

Whatever the size of your organization or the number of employees, Innovative Management Tools has the facilitation, kit, and training options to fit your needs. Whether it is a total change preparation solution you need, or simply an on-site facilitation session, we have an option for every organization and every budget.

- ✓ On-site Facilitation Session
- ✓ Standard and Deluxe Kits
- ✓ Facilitator Training

Order Facilitation, Kits, and Training and receive special Solution Pricing

<p>Facilitation Sessions</p> <p>Start your complex change preparation plan with a four-hour, on-site session with one of your departments in need of a structured brainstorm session and witness the power of IDEAS.</p> <p>On-site IDEAS Session Facilitation (Half Day) One session (up to 10 employees) Order Code: 8BAF001</p> <p>On-site IDEAS Session Facilitation (Full Day) Two sessions (up to 10 employees each session) – morning and afternoon sessions Order Code: 8BAF002</p> <p><i>IDEAS Kits sold separately.</i></p>	<p>Kits</p> <p>Purchase an IDEAS kit and run sessions as often as needed. A complete Facilitator Manual details the process step-by-step.</p> <p>Standard Kit <i>Recommended for organizations with up to 15 supervisors or managers at a single location</i> Order Code: 8BAK003</p> <p>Deluxe Kit <i>Recommended for organizations with more than 15 supervisors or managers at a single location</i> Order Code: 8BAK004</p>	<p>Facilitator Training</p> <p>Training your own internal team of facilitators (training department personnel, supervisors, or managers) on how to best facilitate an IDEAS session is a great way to effectively conduct sessions organization-wide.</p> <p>Train the Facilitator IDEAS Training <i>One full-day session (up to 16 people) conducted by a certified IDEAS trainer</i> Order Code: 8BAT005</p> <p><i>IDEAS Kits sold separately.</i></p>
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Solution Packages	
One Facilitation and Standard Kit	Order Code: 8BAS006
One Facilitation and Deluxe Kit	Order Code: 8BAS007
Two Facilitations and Standard Kit	Order Code: 8BAS008
Two Facilitations and Deluxe Kit	Order Code: 8BAS009
Facilitator Training and Standard Kit	Order Code: 8BAS010
Facilitator Training and Deluxe Kit	Order Code: 8BAS011
One Facilitation, Standard Kit, and Facilitator Training	Order Code: 8BAS012
One Facilitation, Deluxe Kit, and Facilitator Training	Order Code: 8BAS013
Two Facilitations, Standard Kit, and Facilitator Training	Order Code: 8BAS014
Two Facilitations, Deluxe Kit, and Facilitator Training	Order Code: 8BAS015

Make IDEAS a vital part of your ongoing decision-making and change management processes!

Order Code	List Price	Savings of
<i>Products and Services Sold Individually</i>		
8BAF001	\$995 *	
8BAF002	\$1,895 *	\$95
8BAK003	\$895	
8BAK004	\$1,695	
8BAT005	\$1,895 *	
<i>Solution Packages</i>		
8BAS006	\$1,800 *	\$90
8BAS007	\$2,800 *	\$90
8BAS008	\$2,700 *	\$185
8BAS009	\$3,500 *	\$185
8BAS010	\$2,690 *	\$100
8BAS011	\$3,690 *	\$100
8BAS012	\$3,600 *	\$185
8BAS013	\$4,400 *	\$185
8BAS014	\$4,580 *	\$200
8BAS015	\$5,380 *	\$200

* Prices for On-site Facilitation and Training sessions do not include travel to and from location. Contact Innovative Management Tools for additional costs.

Pulling All the Pieces Together

Reaching organizational success in today's world requires saving time and money by getting the best ideas to surface in the shortest amount of time during a brainstorm session.

At Innovative Management Tools, we are dedicated to providing organizations and managers with innovative, cost-effective change management solutions that maximize employee productivity while minimizing employee anxiety... giving managers more time to plan and implement strategies.



IDEASTM
Brainstorm Activity



**INNOVATIVE
MANAGEMENT
TOOLS**TM

Solutions for Change Management

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