

SPECIAL REPORT: IS STRATEGIC PLANNING DEAD?

HIGH STAKES INNOVATION



**“There’s no such thing
as an innovation crisis,
only a shortage of ideas coupled with lack of action.”**

— John Storm,
The Innovation Strategist™

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**EMERGENCY
EDITION**



From the Editor of
HIGH STAKES INNOVATION

The purpose of *High Stakes Innovation*™ is to challenge your thinking about:

What's at Stake in these Uncertain Times?

Corporately, the stakes are High: Your company's survival, solvency, value, future, profitability, market share, key employees, customer confidence, and workforce quality, to name a few.

Personally, the stakes are even HIGHER: Your job, reputation, bonuses, benefits, retirement savings, work load, and even your hopes and dreams.

Don't be fooled: we are standing at a critical crossroads. Fortunes will be lost (or gained). Markets will be transformed. People will be fired. Industry examples? Banking. Auto. Newspaper. Financial Services. Advertising. Entertainment. Manufacturing. Energy. Historic changes in a matter of months! Yet, change has been brewing for years.

Will you be next? Change WILL come to your business/industry.

So, what will you DO when the Stakes are so High?

INNOVATION is a proven strategy for pro-actively engaging change, improving performance, and capitalizing on chaos.

Let me encourage you to INNOVATE NOW!

People who are sitting on the fence, passively, fearfully, waiting for better days are doomed. Their lack of action creates a huge opportunity to create competitive advantage. *Hope alone* is not a strategy.

Perhaps the *worst thing* that could happen would be slow economic improvement. Easing the pain won't help you pro-actively address the root causes of your problems OR position your company for future realities.

How can you position your team to thrive in the center of this chaos?

How can you use the chaos to re-evaluate your mental models, programs, products, and services?

How can you upgrade your mindset, systems, and team, even in down times?

***High Stakes Innovation*™ focuses on
 Game-Changing, Industry-Shifting, Paradigm-Busting issues.**

These Million Dollar Problems and Fast-Breaking Opportunities show up in thousands of businesses every day. Markets shift. Customers change. Trends disrupt. Challenges rise.

Will you get out in front of these changes—or look back and wonder what happened?

If you know that innovation is a great strategy, but can't seem to get the process moving, we can help.

Contact me to collaborate in bringing *Your Ideas to Life*.

John Storm

***The Innovation Strategist*™**

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These articles and our customized innovation programs can equip you with powerful tools to help your team generate more profitable ideas and produce tangible results.

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DON'T JUST DO SOMETHING...

S.I.T. THERE!

“Don’t just sit there, do something!”

You’ve probably heard this phrase uttered (i.e. screamed) from frustrated managers to their employees. It is usually followed by a sincere, yet pathetically feeble attempt to look busy while pretending that “doing something” will help. Yet, success ultimately depends on the “something” that we do, not a flurry of misguided activity.

With today’s grim economic realities, most people and companies are running scared, frantically “doing something” without strategic, thoughtful, calculated evaluations of their plans and actions.

Certainly, I believe this IS the time for Massive Action.

However, I’m advocating a counter-intuitive approach to the natural tendency to “get busy”. Massive Action is great, but **WHAT** you do is more important than **WHEN** you do it.

My contrarian mantra is: “Don’t just **DO** something, S.I.T. there!” And being the smart reader you are, you can smell an acronym coming from a mile (or kilometer) away. S.I.T. is my 3-step plan for Massive Action:

1. STRATEGIZE.

The first step involves digging down to the core issues and getting clarity about **WHY** and **WHAT** you want to do. The key is to become (or hire) a *Strategic Questioner*—someone who knows how to craft provocative questions

Many companies are sticking their heads in the sand, hoping that CHANGE will go away. It won’t. In fact, it’s coming FASTER than ever.

that get past your cliché-ridden, top-of-mind, cookie cutter answers. Great strategy comes from being clear about the results you seek, the trends and technologies

that will affect them, and the people and resources needed to produce a successful outcome.

Many companies are sticking their heads in the sand, hoping that **CHANGE** will go away. It won’t. In fact, it’s coming **FASTER** than ever.

Look how fast the banking, music, and real estate industries have changed. What’s next?...your business!

2. INNOVATE.

Make a list of every company element/process you can innovate (i.e. products, services, distribution, purchasing, marketing, etc.). Plan a company-wide *TeamStorming™* event to harvest their ideas. Ask your team to share their ideas about: 1. What’s the stupidest thing we’re doing, and why? 2. How can we save time/money? 3. How can we make money? Be prepared for their honest feedback.

Remember you’re looking for both Micro (incremental) and Macro (revolutionary) ideas, some which can be acted on immediately, and some which will take more time. Think about your idea evaluation process (who, how, criteria, budget, communication plan, etc.). Think about the pros/cons of anonymity, incentives for best ideas, transparency, management reaction, etc. Categorize and combine the ideas, eliminate duplicates, and select the top 1-3 ideas within each area as the “idea skeleton”. Then, assemble cross-functional teams to add the vital organs and muscle as they flesh out each idea and develop a plan.

3. TAKE ACTION.

In today’s high velocity world, we can’t wait forever to make the perfect decision. The days of 5-year strategic plans are long gone, replaced by a rapid evolutionary process. Once you are clear about your ultimate goals, you must take massive action, knowing you’ll make mistakes along the way. The process of testing, risking, failing, evaluating, and continually improving is the new norm for strategic action. Just be sure you know **WHY** you are doing what you’re doing and what the **BENEFITS** are for your customers.

So, take this new twist on the old rebuke and **Don’t Just Do Something, S.I.T. there!**

7

INSIDIOUS ILLNESSES

THAT SAP YOUR INNOVATION HEALTH



Is your corporate culture sick?

Over the years, I've discovered many people and organizations who suffer from a variety of *innovation illnesses*. In medical terms, these maladies CAN be diagnosed in traditional ways. By identifying the symptoms we normally observe on the surface, we can usually find the root cause. These ailments inhibit your company's performance by draining away precious energy, critical resources, positive morale, and forward momentum. If these illnesses are left unchecked, they CAN prove to be fatal.

I've seen companies who look great on the outside, yet battle daily with unhealthy corporate environments. I've watched churches and non-profits who appear healthy to outsiders struggle with precarious attitudes toward change. I've listened to people who seem to have it all together, yet are full of fear and self-doubt. These infectious ailments are all around us.

The diagnosis usually boils down to one of these 7 Insidious Illnesses which can sap the innovation health of any organization.

1. Innovation-Deprivation:

They are starving for ideas. These people are so wrapped up in the past (particularly prior success) that they don't even



realize how hungry (or vulnerable) they are. They may be too dependent on one product or service, one client or salesman, one program or philosophy, one industry or niche. **The solution?** *A culture or system which provides a regular diet of NEW ideas.*

2. Innovation-Deficiency:

They are undernourished. In short, these folks have a lot of WEAK ideas. Other companies are kicking sand in their corporate faces.

They've been eating too much *fast-fads* which don't have the essential business nutrients to sustain long-term health. They need some Mental Met-RX[®]. **The solution?** *STRONGER problem-solving, opportunity-seizing ideas rich in Vitamin I(nnovation).*



3. Innovation-Tunnelvision:

They are stuck in one-right answer mode. They have *brain blinders* on and are convinced theirs is the only way. "Look at all the money we've invested in this. We can't change it now." Mr. and Mrs. Titanic, fire up the boilers and plow ahead. The icebergs are waiting. While you're bailing water, others will quickly pass you by with alternative 'right answers'. **The solution?** *Multiple eye-deas and solutions!*



4. Innovation-Delusion:

They are suffering from KIA (Know It All) disease—the mental illness whose root cause is *arrogance*. Puffed up egos are rarely interested in exploring new ideas which don't originate in their own fragile minds. They need a swift kick in

the reality department. It'll come quickly when the feds, shareholders, employees, media, and customers get tired of the arrogant tyrants. **The solution? A lifelong learner mindset and a big dose of humility.**

5. Innovation-Bulimia:

They gorge on ideas, yet can't keep anything down. Here. There. This. That. They're not sure who they are or what they do. They chase after each new idea, yet rarely commit to ONE long enough to benefit from its nutrition. Self-induced vomiting doesn't produce healthy organizations. They're dangerously thin and have serious self-image problems. **The solution? Strategic self-evaluation and innovation therapy!**

6. Innovation-Obesity:

They are overweight due to the "idea of the day" syndrome. They're addicted to mental junk food—**Twinkie ideas** stuffed with puff and fluff. They consume large quantities of fatty theories, high carb programs, and sugar-laden consulting in a can. They are choking on unhealthy ideas and weighed down with mental fat. **The solution? A healthy, balanced approach to innovation.**

7. Sedentary-Innovation:

They are lazy and sluggardly fat cats. Comfortable with what they've accomplished in the past, these teams are content to curl up on the corporate couch. Rest assured, other organizations aren't sitting back on their big fat assets. They're exercising their mental faculties, looking for new ways to serve their clients, and searching for solutions to age-old problems and emerging needs. **The solution? An Innovation Fitness Plan!**

So, how about you? Can you identify any of these malicious maladies in your own life or organization?



Change Engagement Program

Perfect for

- Team Strategy and Planning Sessions
- New Company Initiatives
- Sales and Marketing Meetings
- Corporate Restructuring Events
- Staff/Board Meetings and Retreats
- Annual Company Meeting Keynote

The Problem

People (and company cultures) tend to develop routines and thinking patterns that limit their ability to adapt to change.

Even the phrase "think outside the box" has become trapped in a well-worn cliché box. Many people simply don't see the attitudes, behaviors, and mental models which affect their ability to grow and discover new ways of thinking.



It's Not a Question of Managing Change, but Engaging Change.

The Solution

The **Carpe Boxem**® program offers a unique perspective on the *thinking outside the box* metaphor by challenging each participant to identify, examine and modify their mental models about life and work.

Your team will be surprised, then equipped to see their issues, problems, opportunities, and challenges with fresh eyes as they ...



Re-Think the Box!

The Outcomes

Key Benefits for Your Team:

- Identify Future Global Trends Affecting Your Industry
- Overcome Hidden Obstacles to Innovation
- Explore How to Profit from New and Emerging Economies
- Recognize and Evaluate Your Organizational "Boxes"
- Learn the Reasons People and Organizations Change
- Receive Powerful Innovation Tools and Resources
- Gain Practical Ways to See with "Fresh Eyes"

The Value

When people resist change, they get stuck and miss out on the inevitable opportunities for personal and organizational growth. The effect on corporate culture and profitability can be devastatingly dramatic.

How Much Would it be Worth to Help Your Team Successfully Identify, Evaluate and Modify Their Mental Boxes?

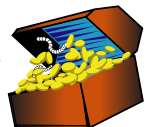
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THE 12 PERSONAS

OF A HIGH STAKES FACILITATOR



Agent Provocateur

Wise Sage

Animal Wrangler

Battle Strategist

Circus Performer

value Assessor

Ever wonder what you need to look for when hiring a facilitator for a high stakes business meeting?

With all of the sheer chutzpah, conflicting agendas, and different personalities involved, as well as what's at stake IF things don't go well, it's wise to be extremely CONFIDENT that your facilitator knows (and is prepared for) the importance of their role.

A High Stakes Facilitator must be able to seamlessly move from role to role.

Here are the 12 Personas of a High Stakes Facilitator:

1. BATTLE STRATEGIST

No one goes into battle without a plan. The objectives must be clear. The supplies must be ready. The troops must be prepared. The enemies must be known. In high stakes situations, the enemies are usually time, tangents, and emotions (fear, despair, frustration). Knowing how to overcome these meeting-killers is critical to the session's success.

2. RULE MAKER

A high stakes facilitator MUST design, establish, and gain FULL buy-in from ALL participants BEFORE the session starts. This is the ONLY way to maintain meeting control if things start to go south.

3. AGENT PROVOCATEUR

An effective facilitator provokes through great questions that don't personally threaten the participants, yet prods them to re-think their own assumptions, experiences and positions. Moving beyond the trite, well-worn cliché solutions is dramatically important.

4. TIME SHIFTER

A high stakes facilitator must know how to expand and contract time by using subtle interventions, tactful re-direction, and productive meeting management 'tricks' that still leave participants engaged and feeling valued.

5. VALUE ASSESSOR

A valuable facilitator must know and assess what's really at stake: loss of market share, momentum, and/or shareholder confidence; damaging PR, fast-breaking opportunities, and/or team meltdown. Plus, recognizing the actual cost of the time and energy of the meeting participants far outweighs the cost of the facilitator. That's why he/she MUST be a good steward of the team's time.



6. CIRCUS PERFORMER

High stakes facilitations require the flexibility and discipline of a gymnast, the balance and concentration of a tight rope walker, and the timing and focus of a trapeze artist. Physical stamina and fitness also play a key role – you can't have your facilitator out carousing all night before the big event... especially if they're the one responsible for "catching" the other's performer's ideas. "Active listening" and focused facilitation require great concentration.



7. ANIMAL WRANGLER

There are lots of animals that show up during high stakes meetings – rabbits begging to be chased, tigers teasing you to grab them by the tail, monstrous elephants hiding in the room, deer staring in the headlights, and gnats of distraction flying everywhere. A great facilitator knows how to "wrangle" these animals and actually use them to spur the meeting to greater results.



8. INTUITIVE INTERPRETER

Being able to 'read between the lines', assess non-verbal cues, translate from abstract to concrete, and ask for clarification on fuzzy input is essential. Knowing how/when to repeat, re-phrase, and/or re-frame the input is an essential art form.



9. IMPARTIAL REFEREE

An experienced facilitator possesses the wisdom to know when to let the team 'fight it out' within the established rules. Conflict can be a powerfully effective driver when managed in a way that is fruitfully focused, impartially managed, and devoid of personal attack.

10. WISE SAGE

The wise facilitator knows their primary role is to draw out the input of the team members. Yet, there are times the facilitator should share from their broad, multi-faceted life and business experiences. He/she should have proven business acumen and intellectual firepower, so that when they speak, you can expect profound insight.

11. PROCESS LEADER

High Stakes meetings require a delicate balance between strategic issues and tactical decisions. A seasoned facilitator knows how to 'manage' the meeting process in a way that inspires transparency and confidence, while focusing on getting things done. Knowing how to 'capture the content' for future reporting, discussions and decisions should be seamless and non-distracting.

12. GENUINE HUMAN BEING

A warm and genuine facilitator who is upbeat, energetic, and professional will prove to be an asset to accomplishing your meeting goals. Someone who models transparency, is gregarious and comfortable to be around, yet able to disagree without being disagreeable. Hiring someone who enjoys encouraging people (and their businesses) to grow through blending their personal and professional lives, skills, and stories will prove to be a valuable benefit.

John Storm focuses on providing professional facilitation for High Stakes events including corporate strategic thinking/ strategic planning meetings and retreats. For a checklist of these 12 Personas and additional issues to consider when hiring a professional facilitator for your high stakes events, email Personas@BrainStormNetwork.com or call (405) 321-6262.

Special Report: Is Strategic Planning Dead?

10 WAYS TO RESURRECT AND RE-THINK YOUR PROCESS



Let's face it ...

Strategic Planning is Dead!

Or at least, in its current form, I think it should be. Put it in the box. Shut the lid. Nail it tight. Drop it in the hole. Grab a shovel. Bury it.

Now, you're probably thinking ... What do you mean Strategic Planning has bit the dust? Let's get gut-level honest: Aren't you sick of SWOT? Is it possible there might be other systems, tools, programs, and/or techniques that might help your team create your Desired Future? For all the grandiose claims of company "innovation", why is it that many company strategic planning sessions are powerfully boring, marginally effective, and consistently unremarkable?

It's easy to get stuck in the same rut as you drive your team down Strategy Street. **Here are 10 ways to mix it up and breathe new life into stagnant strategic planning.** Any one of these ten elements can be explored or tweaked to produce a different set of expectations and results.

#1 PURPOSE: Why do you REALLY do Strategic Planning? Are you honestly using it to guide your daily (or yearly) efforts? Is it a fixed plan or a flexible one? Is it based on

comparison to previous years (historically-based) or is it re-catalyzed every year by new market realities and opportunities (zero-based). Is your strategic planning geared toward providing "lanes" to guide your efforts or more toward providing "targets" to shoot for? What levels of accountability are set up for your team? Is your plan tied into incentive rewards and/or performance evaluations for your team members? Are the resources you are allocating to the strategic planning process in line with its true importance? What can you do to re-invigorate, clarify, and catalyze your Strategic planning process?

#2 PROCESS: Review the #'s. Run through SWOT. Shallow BS (BrainStorming). Harsh evaluation. Choose least risky action items.

Clap 3 times and go home. If your Strategic Planning Process has become this predictable, you risk losing a helpful sense of anticipation, creativity, and optimism from your team. Are you stuck in the same rut year after year? Have you re-analyzed and updated your ground rules and meeting guidelines to overcome known obstacles and streamline communication? Can you experiment with a different mix of models, systems, and tools to re-think your process? What can you do to engage the process at different seasons of your business and harvest the ideas of your "tribe" or the larger "crowd" prior to your actual strategic planning event? What surprising sparks (facts, stories, props, trends, experts, field trips, etc.) can you use to engage your team?

#3 TEAM: What can you do to broaden your base and involve ALL stakeholder voices (employees, customers, vendors, stockholders, community leaders, etc.) in your strategic planning process? How can you avoid the “Moses Syndrome”? (i.e. the negative effect that occurs when your super elite team comes back from the mountain with suntans and “the Plan”.) Have you seriously invested time in analyzing your team composition? Do you have the right people partici-



pating? Is there a strategic mix of old-timers and fresh faces? Is there an eclectic diversity of viewpoints (position, department, tenure, giftmix, age, gender, etc.)? How often do you rotate the responsibilities and rewards of participating on the team? What sub-teams can be formed to “feed the process” and build buy-in prior to the annual strategic planning meeting? How can you involve smart, confident, win-win minded people (insiders and outsiders) who know little about your past but can serve to provide fresh, outside perspective? What is your plan to cross-pollinate your strategic planning process with people who have different experiences, roles, and viewpoints?

#4 FOCUS: Do your meetings tend to be Past-Based or Future-Based? Do you spend too much time looking in the rear-view mirror, reviewing last year or reminiscing about the good old days? What can you do to create a “blank slate” mentality so that your team can have a fresh start? What are your processes for gathering cutting-edge trends and forecasts from a global perspective that could have an impact on your business? What can you do to build anticipation, helping your team to prepare BEFORE the meeting? Can you change your focus from Macro to Micro (or vice versa)? Can you change your focus from hitting homeruns to hitting singles (or vice versa)? Can you change the measures of success in a way that focuses on different metrics (value, impact, stewardship, etc.)? What can you do to combine both Global and Local perspectives?

#5 FORMAT: Have you been doing the same 1-2 day format for as long as you can remember? Are your people bored with it? What can you do to change their expectations and stretch their minds to “differently think”? Are you aware of (or willing to experiment with) other formats, tools, philosophies, and/or systems to produce remarkable results? Have you considered combining several different activities (rumbusters, team-building, pure ideation, conflict-resolution, strategic thinking, professional development, along with a burst of re-recreational fun)? How can you capitalize on “morning energy” and overcome the afternoon “blahs”? Is participation in the strategic planning process seen as a reward, a privilege, or a burden? What can you do with the format to enhance the reward portion and reduce the burden? Are you using cutting-edge tools to save time, harvest ideas, and manage the process?

#6 FACILITATOR: Have you grown a bit too comfortable with the person who is guiding your team? Are they still at the top of their game or have they become a bit too comfortable with your team? Are they still digging deep into your issues and uncovering buried treasure? Are they still able to maintain an unbiased distance, while provoking the team to re-think your business? Have they developed new tools to create cognitive dissonance and spark the conversations that need to be had? Can they wrangle the hidden elephants and distracting rabbits into fruitful hunting? Do they have enough intellectual firepower and multi-industry experience to energize the tone and outcomes? Do they know how to help you set up the process (pre-meeting planning expertise) for maximum results? Do they have a good sense of humor and non-arrogant confidence? Do they truly understand their role and



HAVE YOU GROWN A BIT TOO COMFORTABLE WITH THE FACILITATOR WHO IS GUIDING YOUR TEAM?

SPECIAL REPORT... continued on page 10

that it's NOT about them, but about YOU? Can they help put your team in challenging situations so that you can evaluate their attitudes, skills, teamwork, and engagement? What other resources (connections, programs, systems, etc.) can they bring to the table beyond their facilitation expertise?

#7 TIMING: Should you start the strategic planning process earlier (or later)? Simply mixing things up can produce different results. Are you totally locked into 1 fall/spring meeting with the same group of people? How about expanding the Strategic Planning Process to cover a broader time span? Or can you compact and tighten it up to produce greater results? Could you split your process up into multiple pieces and spread it out throughout the year? Could you go to a bi-annual process, allowing you to go DEEP during year 1 and WIDE during year 2? Can you combine it with another key company or industry event? How can you use the timing elements (season, cycle, calendar) to shake things up and produce better results?

#8 THEME: Can you experiment with the theme of the strategic planning process? This can range from 1-word themes (i.e. "Shift", "Transform", "Envision") to full campaigns that morph into your company's annual reporting theme. A good solid theme can set the expectations, the mood, and the results. How can you harvest the great ideas of your team concerning theme creation? How can you plan for Macro and Micro viewpoints? How can you design the theme into natural elements/sub-themes that feed the tone and capture the vision? Should you have a new theme every year or choose one that can provide multi-year focus? Strategic planning is kind of like the old joke about how you eat an elephant ... one bite at a time. How can your theme build company-wide synergy, enhance and deepen relational bonds, and energize the troops (and shareholders)?



#9 LOCATION: How can your meeting location affect (positively or negatively) your outcomes? Is your meeting location adding to (or detracting from) the strategic emphasis of your process (i.e. Asian meeting if entering Asian markets)? Does your location choice spark excitement or create distraction? What message does your meeting choice location send about the event's purpose? Do you want (or need) to mix business with pleasure or does this year's meeting need to be "strictly business"? What are the pros and cons of off-sites vs. on-sites? Can you find an unusual meeting place that will enhance the results and enthusiasm? Or can you stay "home" and invest the travel budget savings to create an amazing new in-house "Innovation Center". Can you find locations that provide a mix of "out of the office" flavor (team-building experiences), along with strategic activities (customer observations/tours, etc.)?

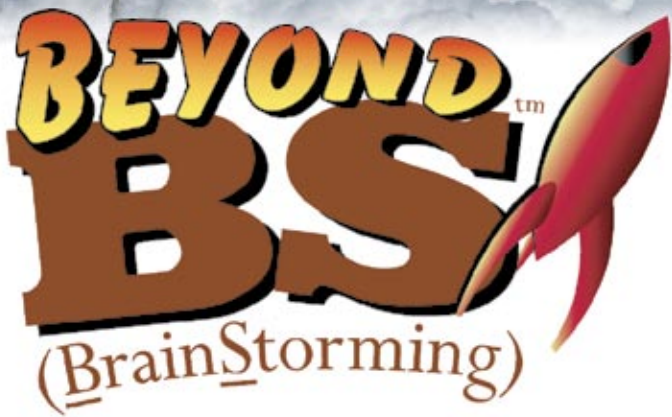
#10 EXPERIENCE: What can you do to create a strategic "experience" that pushes your team to new limits, opens their eyes to revolutionary opportunities, and engages them in critical conversations? How can you make the strategic planning process positive, encouraging, and motivating rather than downbeat, tiring, and frustrating? How can all of these elements set the tone to gain momentum, create enthusiasm, and maximize results? What can you do to build pro-active attitudes, collaborative atmospheres, and a bias toward action? What can you do to transform your entire process into a remarkable team-building experience? Is there a way to create a learning experience by including key training elements within the SP process? Is it possible to strategically plan for a better strategic planning process?

Don't let your Strategic Planning Process meet an untimely death. Capitalize on these 10 life-giving elements and provocative questions to resurrect and re-think your strategic plan. Your team (and your stakeholders) will all benefit from a fresh approach and more productive results.

Contact John Storm to help you go Beyond Strategic Planning™ during your next strategic planning process.

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- Marketing Initiatives (Ad Campaigns, Product Naming, etc.)
- Strategic Thinking and Planning Sessions
- Corporate, Sales, & Marketing Meetings / Retreats
- Manager and Employee Skill Training

The Problem with BrainStorming

MANY people think "BrainStorming" is BS! Why? Because they've participated in such pathetic brainstorming sessions and seen so few results. Domineering colleagues, secret agendas, pitiful preparation, aimless wandering, stale topics, inefficient methods, poorly trained facilitators, lonnnnnng meetings, and all for what? NOTHING is often the RESULT of these "innovation" events.

Lots of companies rank "innovation" HIGH on their corporate value list. Yet, when it comes to their own internal brainstorming sessions, they're still stuck in 1950's BS ... thinking that brainstorming is limited to sitting around a conference room table shouting ideas at some poor facilitator who can't write fast enough.

got bs?



The Solution

In reality, there are HUNDREDS of brainstorming tools and techniques. John Storm's stimulating Beyond BS™ program offers a unique opportunity to learn, practice and apply multiple brainstorming resources to generate powerful ideas and solutions for your company's **High Stakes Issues** and **Million Dollar Problems**.

The Tangible Benefits of Beyond BS™

BASIC BENEFITS

- Overcome the Key Deficiencies of Traditional BrainStorming
- Generate More Profit by Increasing Revenues/Reducing Expenses
- Explore up to 25 Powerful BrainStorming Tools & Techniques
- Maximize Individual, Team, Tribe and Crowd BrainStorming
- Discover New Ways To Capture Ideas and Bring Them to Life!

BONUS BENEFITS

- Learn How to Unleash the Power of **CyberStorming™**
- Design your Company's own "**Perfect (brain)Storm**"
- Discover How to Create an **Atmosphere of Innovation™**
- Overcome the **Biggest BrainStorming Blunders™**
- Profit from the Emerging Trend of **Distributed Innovation™**

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I never knew that there were so many mind-jogging techniques available to stimulate ideas in a group.

-David Bittner
Valspar

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LET'S MAKE IT RAIN

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John Storm, Rainmaker

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