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In today's demanding and sometimes unforgiving business

environment – companies must navigate change and innovate to survive.

This is the genesis behind PLAY...to help organizations address strategic challenges by strengthening their capacity for change and their creativity and innovation “muscle”.

PLAY enables teams to examine their organizations' knowledge of itself and determine what might be in the way of successfully addressing a single, or multiple, pressing business issues. Using stakeholder interviews and a creative, team-based, discovery process, a holistic view is created to identify an organization's capabilities, resources, and processes, and the factors that may limit their full potential for embracing change and delivering innovation. This discovery yields recommendations for strategies, methods, and tools that can help the organization leverage what's working and mitigate roadblocks to change and innovation.

Why PLAY? From modern brain science, we know that play activities touch and activate the areas of the brain that control executive functions often known as the “CEO of the brain”. These functions control ability to organize information, decision making, problem-solving, task flexibility and delegation, time management, planning and execution activities. And, play activities facilitate more balanced participation within a group: mutual curiosity and discovery begin to overshadow titles and hierarchy, yielding diverse perspectives on the challenge at hand.

play : it's serious business™

In other peoples' words

The number of business leaders, academics, and organizational gurus that look to innovation and creativity as a critical element of a smart business strategy and organizational design are too many to name. But here are a few...

“Serious play is not an oxymoron; it is the essence of innovation.”

– Michael Schrage - Research Fellow, MIT Center for Digital Business Fellow, Imperial College
Department of Innovation and Entrepreneurship

“Creative thinking is not a talent, it is a skill that can be learnt. It empowers people by adding strength to their natural abilities which improves teamwork, productivity and where appropriate profits.”

– Dr. Edward de Bono, creativity expert, author, consultant.

“Innovation distinguishes between a leader and a follower.”

– Steve Jobs

“We know where most of the creativity, the innovation, the stuff that drives productivity lies - in the minds of those closest to the work.”

– Jack Welch

“The heart and soul of a company is creativity and innovation.”

– Robert Iger, CEO of Walt Disney

“One of the only ways to get out of a tight box is to invent your way out.”

– Jeff Bezos, CEO Amazon

some interesting metrics...

The WSJ reported that a two year in-house creativity course at General Electric resulted in a 60% increase in patentable concepts.

Frito-Lay reports documented cost savings over a four-year period of almost \$600M due to their creativity training programs.

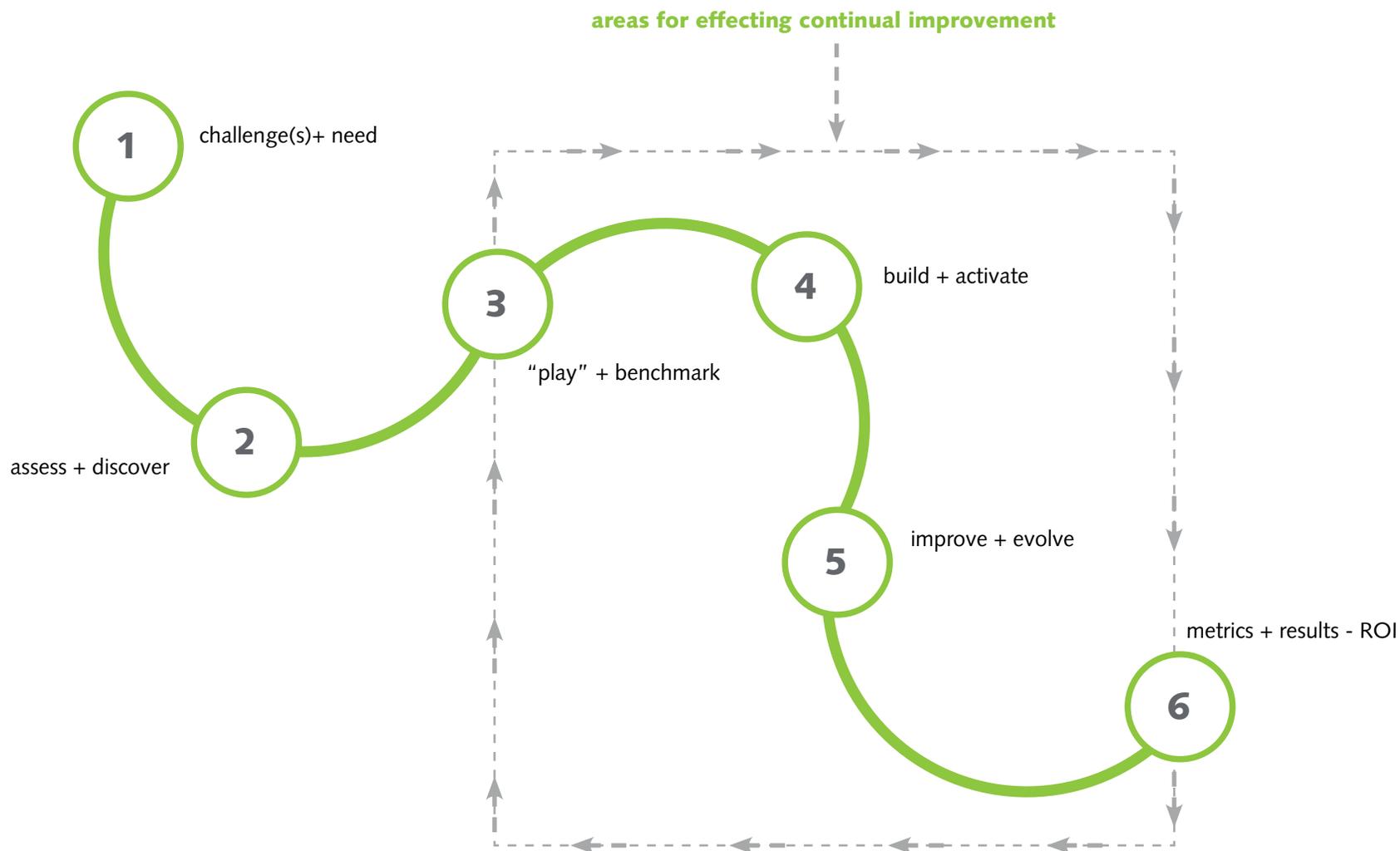
A business that invests in creativity is more likely to increase employee productivity 78%, foster innovation 83%, increase satisfied customers by 80%, increase competitiveness by 79%, provide a better customer experience by 78%, and be more financially successful 73%.

situational profiles - some examples

So what do creativity and innovation bring to the table?

Below are just a few of the business challenges you might be facing. Strengthening the creativity and innovation “muscle” in your organization can greatly impact and/or often solve these challenges.

Are you having trouble getting new products into the market?	Are you facing a more direct or threatening challenge from competitors?	Are you trying to grow into new markets?
Have you lost your competitive advantage?	Do you need to figure out a way to keep your teams “fresh”?	Are you attempting to shift the focus of your business?
Are you trying to shift the culture to become more nimble ?	Is a “incubator” mechanism for ideas needed in the organization?	Are your teams unintentionally not unified?
Do you have lots of ideas but don't know how to develop or focus them?	Do you believe you need to change or the business could “die”?	
Are your products and services struggling in the marketplace ?	Is your company legacy working against you?	
Are you trying to build or increase creative and innovation “muscle”?	Is your organizational “brain” growing “flabby”?	



bios – product leaders

Paul Kimmerling, program designer, master trainer and facilitator, helps organizations and individuals boost their performance through customized programming, facilitated events, experiential workshops, and coaching. Paul's dynamic approach creates an engaging environment for discovery and transformation. He blends powerful techniques (Innovation Games, Six Hats Thinking, CPSI methods) with his own insights to generate innovative ideas and practical methods for success.

His current clients include Bombora, the leading provider of intent data for B2B marketers; Kyriba, the global leader in cloud treasury solutions; Analytic Partners, an international marketing consulting firm; and Clever Devices, a worldwide provider of mass transit technology. As a co-founder and Training Director of the Holistic Performance Group, Paul has developed programs for Time Inc. and SUNY New Paltz; as a faculty member at the American Management Association (AMA) he has worked with such leading organizations as the NYC MTA, Mitsubishi Financial, Wounded Warriors, EY (Ernst & Young), and he authored, "Mindfulness: A Building Block of Emotional Intelligence" for the online AMA Playbook. As consultant to Balancing Life's Issues, has worked with the organizations including Council on Foreign Affairs, Anthem Health, GlaxoSmithKline, and Verizon.

Prior to his current work, Paul was the HR Learning & Development Manager at MediaOcean (formerly DDS), an advertising technology company. Paul developed and delivered global training solutions to operationalize company objectives and values, and build individual, team and departmental performance. His facilitation of user-centered design approaches and creative problem solving/discovery techniques was crucial in the success of new initiatives, and fostered improvements in processes, products and relationships.

Beyond his corporate work, Paul leads workshops in Contemplative Photography that incorporate exercises based on mindfulness and imaginative play to boost awareness and creative vision.

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bios – product leaders

Tim Carlson, is a passionate leader in the formulation and implementation of technology, brand, marketing and sales strategies. A frequent speaker within the business and design communities, including the American Marketing Association, AIGA, Seybold, and the Massachusetts Entrepreneur Program, Tim has become recognized as an expert at maintaining and delivering precisely targeted business initiatives and programming.

Throughout his career, Tim has worked with more than 200 brands - large and small - in both the for-profit and not-for-profit sectors. That work has focused on bringing companies, products and services to life and to market. Some examples of those clients include: Agfa/Monotype, Arbella Insurance Group, Atlantic Broadband, Avaya Communications, Dartmouth College, Grubb & Ellis, Harvard Medical School, The John F. Kennedy Library and Foundation, Lucent Technology, MIT, Polaroid Graphics Imaging, the Robert Wood Johnson Foundation, Wellesley College, Whole Foods, and Universal Music Group.

His current company, thinkcube, works closely with creators, business and organizational leaders, and change agents to incubate, challenge and advance new business concepts, products, services and untraditional offerings. thinkcube applies design methods to allow for deep understanding, ideation, creative strategy building, activation of ideas, evaluation and evolution of plan. This methodology is effectively used to better understand customers, delivery new experiences for internal and external stakeholders and design/execute innovative business strategies and models.

Prior to thinkcube, Tim was most recently the Chief Product Officer and Head of Marketing and Sales at Talent Partners, a \$850M business services organization and managing partner at Oxygen, a strategy, brand and marketing consultancy.

Tim is an award-winning designer and has a business degree in finance and marketing from Boston University.

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