

Innovation Program Overview



What Do We Offer?

A way to systematically inject innovation into your organization to increase profitability and improve service delivery.

Do you have your Innovation PlayBook?

Clients call us to shift their culture
so they can manage & lead rapid change

Do you need an innovation plan?

1. Are you looking for alignment to get the best out of your people?
2. Do you need better operational processes?
3. Is it time to improve your products and services to stay relevant with your client needs?

Here are 6 potential areas where an Innovation PlayBook can increase your profitability!

We will:

1. Work to create sustainable solutions for longstanding, intractable problems that can kill your resources.
2. Leverage cross-functional knowledge and make the most of your talent.
3. Identify and work to release bottlenecks and reduce waste so you can make the most of your time and investment.
4. Uncover hidden financial opportunities by creating quick wins that keep delivering long after we are gone.
5. Create a culture of innovation and develop an in-house idea factory.
6. Move from reactive to proactive thinking and behaviors to stop firefighting.
7. Create a program to measure and track your progress to drive results.



Here are some samples – but note your innovation PlayBook is totally customized for you!



Vision and Future Planning: Senior Leaders

Who Should Attend: Senior Leaders

Number of Attendees: 4 – 16+ leaders

Length: 2-day workshop plus follow-up project planning

All organizations must set a vision, goals, and objectives aligned with their values in order to move strongly and confidently into the future. Organizations able to out-imagine their competitors are going to be the ones that hold and capture market share. These are the organizations where organizational intelligence functions at the highest levels and cascades down to all members. For years, senior leaders have known there must be a better way to share their vision and inspire leaders. We have the method. Why have another talking meeting with PowerPoint when you can hold a dynamic and fast-paced LEGO® SERIOUS PLAY® methods workshop with 100% engagement? Everyone builds in 3D and walks out knowing exactly where they are now, where they are going, and what they need to do. If you are looking to out-imagine your competitor, set measurable outcomes, move your organization towards its strategic goals, and remain relevant in an ever-changing market, this session is for you.

Client Testimonial:

"This session came at a time of significant transition for our organization and we could not have been happier with the results. The use of LEGO as a visualization tool created a tangible way for everyone to express the challenges they see in the organization's future and a basis to collectively work on envisioning the best path forward. I was particularly impressed by the structure of exercises and how they reinforced the value and perspective of what each participant was expressing. Several Board members commented on the refreshing take on strategic planning, and how motivated they were to move forward. The structure of the entire day was fresh, fun and was -in my experience - the most effective session I have participated in."

JEFF NORRIS | PRESIDENT & CEO

ROYAL COLUMBIAN HOSPITAL FOUNDATION

New Westminster, British Columbia, Canada



Future Planning: Departments and Teams

Who Should Attend: Department Leaders and Teams

Number of Attendees: 4 – 25+ depending on department /team size

Length: 1-day workshop plus follow-up project planning

All teams within the organization must set their goals and objectives so they are aligned with that of the senior team. After the senior team provides an outline of its strategy, each team within the organization should develop its own department targets and strategy to move the organization forward. When the teams are able to understand the goals of the senior leaders, they too can design and develop their goals and targets. Because this will all happen in 3D while building with LEGO®, the teams can build, construct, and reimagine goals to drive results. If you want your organization working for you, this workshop is a must because it will get the most out of every team or department in your organization.

Client Testimonial:

"Assembling 3D models as a strategy for developing personal and senior leadership team-building insight was an extraordinary experience. Progressive reconstruction of the pieces provided information about each other that otherwise would have been impossible to achieve in the short-term. It is an amazing transparent exercise that creates a deeper level of awareness of senior team interdependence. Lloyd Smith's facilitation skills are first-class."

DON EDWARDS / DIRECTOR OF COMMUNICATIONS

THUNDER BAY REGIONAL HEALTH SCIENCE CENTRE



Strategy and Risk Management

Who Should Attend: Senior Leaders

Number of Attendees: 4 – 10+

Length: 2-day facilitation plus follow-up facilitation

Globalization and technology have changed how we think about strategy. In an ever-changing business environment, leaders who can think in agile ways and adapt quickly will lead the organization forward. Leaders who take time to consider multiple stories about the future and then test their thinking against moving variables will be the winners in this new game that leaves nothing to chance and everything to those who have already considered the system and understand the impact. Why take risks in the market when you can think strategically and play with your strategy in 3D with LEGO® SERIOUS PLAY® methods? This workshop gives you the table to create and build your strategy so everyone can see what is happening and what you can do to plan and lower risk. Research indicates this is the best way for the brain to think at the deepest levels, where innovation and insights are mined. If you want to ensure a sustainable future, this is the session for you.

Client Testimonial:

"Jacquie led our senior leadership team through a LEGO scenario-testing exercise, which was an excellent and innovative way to explore our insight into the organization's future. The exercise encouraged us to engage differently with the usual list of stakeholders and risks, using a hands-on approach that was inclusive and creative. I found the visual and interactive aspects very valuable, setting the scene for us to lead by example as we evolve into a culture of innovation and collaboration."

ALAIN TREPANIER / REGIONAL DIRECTOR GENERAL

PUBLIC WORKS & GOVERNMENT SERVICES CANADA (PACIFIC REGION)



Leading Through Change

Who Should Attend: Organizational leaders

Number of Attendees: 5 – 20+

Length: 1-day workshop plus follow-up coaching

During times of rapid change, we need leaders who can problem solve quickly and instill confidence in those who follow them. This is no easy task. This workshop will highlight leadership and team strengths in a supportive environment and illustrate new ways to lead followers. We will begin with a psychometric assessment, aimed to highlight the diversity of thinking. We will move on to building in 3D with LEGO® SERIOUS PLAY® methods so all the leaders can discover their superpowers. This workshop is a game changer and will prove to be your team's hidden advantage. Leaders who inspire others to follow do not just lead. They lead through change and inspire their followers to meet the organization's strategic goals.

Client Testimonial:

"T. Rowe Price, has realized by using the Strategic Play method. Both myself and my colleagues in Organization Development Consulting have found the method to offer many benefits to the work we do and the clients we serve, such as:

- 1. More efficient decision making due to the ability to align leaders around key decisions at a deeper level in a quicker amount of time than other methods we have used*
- 2. Participants can actually see concepts in 3D rather than relying on words to convey oftentimes complex ideas or thinking, which enables greater alignment and understanding regarding key issues*
- 3. It creates a level playing field where all participants, regardless of place in an organization's hierarchy, equally participate in the process and have their voices heard*
- 4. The ability to play with possible scenarios in a tangible way allows for the testing of different ways of looking at the world and consequently greater awareness around what is and what could be*
- 5. Participants are way more engaged than with the typical way of processing these conversations*
- 6. All of this enables leaders to thoroughly surface perspectives that oftentimes are held but not shared, understand and align around shared meaning about an organization's reality and/or potential future, and gain clarity about actions that will help bring them to their desired end state. Finally, Jacquie is great to work with, extremely creative, and excessively generous with her time. I can't recommend her, her work, and the LSP method more highly. "*

JEFF BALESH / Human Resources | Organization Development Consulting

T. ROWE PRICE, Owen Mills, Maryland, USA

www.strategicplay.com : hello@strategicplay.com



Designing Better Systems

Who Should Attend: Service and product developers/designers

Number of Attendees: 10 – 100+

Length: 2-day workshop plus follow-up coaching

The development and redesign of both products and services require developers to think like designers and continually improve products and services to meet the needs of end users. This workshop, designed to meet in-house needs and requirements, will follow the path of the user (your customer) to understand where you can make improvements and develop innovations to meet consumer needs and wants. We do this all in 3D with LEGO® SERIOUS PLAY® methods. Consumers/customers are more sophisticated now than ever before. They expect services and products to not only satisfy their needs but to delight them long after their interaction with your service or product is over. Do you want people to recommend you to their family and friends? Would you like your products and services to be the number one choice in the market? If these are your goals, this workshop is for you.

Client Testimonial:

"The STRATEGICPLAY® session's using LEGO bricks held with my senior leadership team was extremely creative, high energy and collaborative. The workshop's we held seem to really set free my leader's ability to think more strategically and in new and inspiring way's. What really pleased me with these sessions was how my team responded after the workshop. Leaders who in the past were ridged in the way they approached problem-solving and mapping out priorities for their team to win, were more open to allowing team members to think about "what is possible" versus a typical action plan. Very pleased with the time we spent and plan to revisit again with my team soon!"

MURRAY WALBERG | REGIONAL VICE PRESIDENT

ROYAL BANK OF CANADA, ONTARIO, CANADA



Strategic Storytelling

Who Should Attend: Internal leaders, brand and product developers

Number of Attendees: 6 – 25+

Length: 1-day workshop with follow-up consulting as required

The shortest distance between two people is a story. Stories are the most brain-friendly way to share information. Having 3D models as artifacts in our process ensures stories are not only memorable but will be available when you need to make decisions in the future. Storytelling and story making are two different processes, and both play important roles within learning organizations. In order to inspire people to act, follow, purchase, or engage, leaders, brands, and organizations must be able to tell inspiring and compelling stories. This workshop takes a product or service and runs it through the storytelling process to uncover potentially game-changing insights. If you want people to be inspired by what you do or sell, this course is for you.

Client Testimonial:

"In my experience, Strategic Play has been very effective to create physical constructs/artifacts among senior executives to represent complex problems and strategies that enable deep conversations leading to new insights and strategies. I really value the methodology for enabling conversations free of bias and the flexibility to create scenario simulations in real time in a very simple and practical way. These scenarios are instrumental in creating robust strategies in multidimensional situations that are difficult to examine with traditional board meetings. The fun and engaging elements of the methodology are nice "icing on the cake", the real benefit is the breakthrough insights that are discovered leading to more robust business strategies. Having Jacquie and her team facilitates brings experience to the next level. Jacquie brings a wealth of business application experience together with a masterful ability to sense the audience and course correct on the spot to achieve the desired outcomes. As part of my role, I benchmark and validate Best in Class strategic partners on Innovation. I can say that Jacquie's organization is Best in Class."

RICHARD PEREZ / CAPABILITY LEADER

PROCTER AND GAMBLE (P&G) GYM INNOVATION CENTER



Problem-Solving and Decision Making

Who Should Attend: Multidiscipline teams and leaders

Number of Attendees: 5 – 500+

Length: 1-day workshop plus follow-up consulting as required

Still running to put out fires? We know how exhausting that can be when you are working to solve the unsolvable. It is painful to be struggling with the same problem over and over again. Now it might be time to try a new process, a new approach, a brand new way to think. This process in 3D revolutionizes how people think, how they work together, and how they solve problems. Do not get trapped into fixes that backfire or solve the wrong problem. We know how to move you forward and help you think within a system so you can be agile, flexible, and adaptable with your solutions. We have the process and you will build the right answer that works for you.

Client Testimonial

"The City of Surrey consistently works to innovate in an effort to best serve our residents in an evolving landscape. Jacquie and Stephen lead our team through the Serious Play problem-solving model which stretched our thinking and perceptions of innovation in ways that we didn't expect. The outcome was a highly engaged team that felt that they had all contributed to solving sticky problems with tangible outputs that were immediately usable by the City. Not only did the sessions stretch us as a team, but they also reshaped the way that we approach challenges as a City."

FALINA STACK | ORGANIZATIONAL DEVELOPMENT MANAGER

CITY OF SURREY, SURREY, BRITISH COLUMBIA, CANADA



Engagement and Team Development

Who Should Attend: All members of the organization

Number of Attendees: 25 – 500+

Length: 1-day workshop plus follow-up consulting

Most organizations today depend on teams to get work done. Leaders want teams to be self-organized, to work collaboratively, and to create higher-level products and services that are clearly the result of collective group genius. Unfortunately, teams often do not function this way. People become disengaged, team members become political, or they fear their work will not be recognized. At the worst, the team is in conflict and the members are disengaged and not aligned with their goals. Not all teams are working at this very poor level, most manage to get by. But how many teams are truly highly functional? What if the people on your team worked at the highest level? What if every team within the organization worked at the highest level? What if every team was engaged and understood how to reach and maintain peak performance? What if every team clearly understood its goals and how its work pushed the organization toward its strategic objectives? If this were the case, you would have a highly functioning organization. It would be unstoppable no matter the market conditions.

Client Testimonial:

"Our teambuilding day using LEGO® SERIOUS PLAY® methods was an outstanding success. With Captivating simplicity, the workshop was a powerful approach to unlock the full creativity of staff. The progression of skill-building exercises creates a uniquely grounding experience of three-dimensional self-discovery interwoven with genuine team values. It was wonderful to see how working with LEGO allowed staff to tap their creative potential and further the goals of the session by achieving full contribution by each participant."

DANIEL MCGOEY / EXECUTIVE DIRECTOR

WESWAY, THUNDER BAY, ONTARIO, CANADA



Self-Organizing Project Teams: Robots in Motion

Who Should Attend: All team members

Number of Attendees: 25+ 100

Length: 3-day work shop plus follow-up consulting.

This workshop has been designed to help project teams work better together. We know that organizations want high functioning and self-organized project teams, but often lack the processes needed to help teams get there quickly. Research indicates that teams that are well organized with a clear understanding of their work, share information faster, communicate better, manage conflict quickly, and produce better results. All teams within an organization should be working together to help the organization reach its strategic goals. Organizations with high functioning teams are less likely to waste valuable resources and finish projects within scope, on time and on budget, capturing a larger market share. If you are looking for a fast-paced workshop-based assignment to really improve team performance, this workshop is for you.

Client Testimonial:

"We have used the services of Strategic Play in building our internal Team Building service. They provided training and support for the development of what we call our "GO Team". That stands for Great Organizational Teamwork. Jacqueline is thoroughly professional, well organized and an excellent teacher and trainer. Her communications skills are excellent and she provides superb consulting and training services . We will continue to use her services whenever the opportunity presents."

Don Halpert, Chief Human Resource Office,

TBRHSC, THUNDER BAY, ONTARIO, CANADA



Ethics, Values & Compliance

Who Should Attend: All members of the organization

Number of Attendees: 25 – 500+

Length: 1-day workshop plus follow-up consulting

Ethics and values are in many ways abstract concepts that can lead to misunderstanding as we all view the world through many different lenses. Words alone simply don't help improve understanding. Just writing a values statement or saying that the company is ethical can be meaningless if people don't see how these concepts are operationalized and show up in real time. A company's ethics and values are key to driving issues around compliance. When employees feel that their leaders are guiding the way by sharing and using ethical standards and living their values, they feel more dedicated to complying with rules, regulations and by simply doing the right thing in the right way: not just when others are watching. This workshop has been designed to help the leadership team communicate and effectively disseminate information to all levels within the organization while being fun, hands-on, and engaging!

Client Testimonial:

“At Cargill we are working to take our organization from good to great and this Strategic Play team will help us achieve our goals.”

Brian Marion, Director of Operations

Cargill Ltd.

And these
are
just a few ideas!



**Contact us for a customized
proposal –**

**We deliver globally in 8
languages.**

hello@strategicplay.com