

BrainStorm Network Association Testimonial

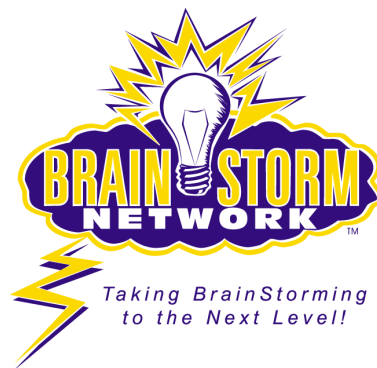


*Linking People,
Learning & Performance*

Central Oklahoma Chapter

Outcomes/Focus of Work:

- ✧ Facilitated a **StormBraining Session** with 4 board members of the Central Oklahoma Chapter of the *American Society for Training and Development*.
- ✧ Generated **over 170 different ideas** about how to increase chapter membership by 50% in 2006. This translates into a tangible increase of 75 members!
- ✧ Trained to use **StormBraining™ Pocket Tool** that can be used every day to generate profitable ideas within their organizations.
- ✧ Discovered **30+ types of potential members** to consider targeting.
- ✧ Identified **over 40 Membership Benefits** to share with current/potential members.
- ✧ Shared award-winning **Human Dynamics™ Model** and discussed future applications.



The American Society for Training and Development (ASTD) is comprised of over 70,000 members and associates. It is the world's largest association of professionals dedicated to workplace learning and performance. There are 140 local chapters including the Central Oklahoma Chapter (COC). ASTD-COC has over 100 members. For more information, see: www.astd.org or www.astdokc.org

Participant Comments:

This seemed like the most productive idea generating session I've ever experienced.

Vicki Camp, 2006 ASTD-COC President

We generated so many new ideas in such a short time. I was amazed at the creativity. Each of us sparked the other to think about new things we hadn't previously considered.

Susan Gorton, Vice President, Membership

I am astounded by the number of ideas our small group generated.

Linda Lumen, 2006 President-Elect

I am amazed at how many ideas our small group came up with in such a short time. Time was well spent.

Bob Howard, Database & Web Services



Reference:

Vicki Camp, 2006 ASTD-COC President, Training Consultant/Integris Health; (405) 949-6966

*For information about how we can design an Innovation Event for your organization, contact: John Storm
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