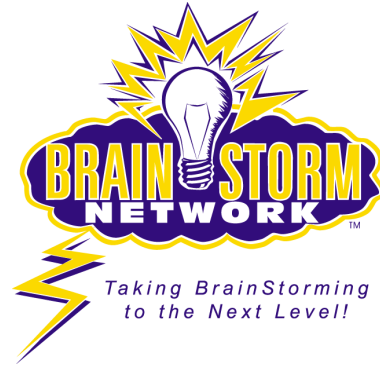


# BrainStorm Network Client Testimonial



 **American Fidelity  
Assurance Company**  
A member of the American Fidelity Group®

## Outcomes/Focus of Work:

- ✎ Facilitated an exploratory **StormBraining™ Event** with 6 members of the Corporate and Human Resources Leadership Team.
- ✎ **Generated over 100 different ideas** about how to enhance the American Fidelity HR division's Environment of Innovation™
- ✎ Trained to use **StormBraining™ Pocket Tool** that can be used every day to generate profitable ideas within American Fidelity.
- ✎ **Harvested over 120 Key Questions and Specific Actions** concerning the AFA Human Resources Review Process.
- ✎ **Identified 26 "Boxes" (mental models) and 22 "Impossibles" (seemingly impossible challenges)** that may have an impact on American Fidelity's future initiatives
- ✎ **Discovered over 60 Topics, Opportunities, Problems, Issues, and Challenges** to discuss and explore in future innovation events.

American Fidelity Assurance Company is the largest, private, family-owned life and health insurance company in the USA. With more than 1400 employees, spanning over 25 locations across the USA, the company has also received Fortune magazine's prestigious "100 Best Companies to Work For" Award on 3 occasions including 2006. For more information, see: [www.afadvantage.com](http://www.afadvantage.com)

## Participant Comments:

*Presentation was very upbeat, positive, and provoked interaction from all.*

Teresa Brown, Specialist, Compensation

*There were some good "take homes" that can be used everyday in dealing with people and idea "stormbraining".*

Brett Barrowman, Dir. Conf./Mtg. Planning

*The StormBraining™ tool allowed our group to share ideas in a non-threatening way. We are leaving our short session with hundreds of ideas to address our issues..*

Bev Wood, Manager, Corporate Training

*Served as a great introduction process to our improvement initiatives.*

Jeanette Rice, Sr. VP, Corp./HR. Division

*The tools and processes we used were very meaningful and quickly applied to arrive at a plan to foster innovation in our workplace.*

Kim Ashford, Mgr., Human Resources

## Reference:

Bev Wood, Manager  
Corporate Training  
(405) 523-5195



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