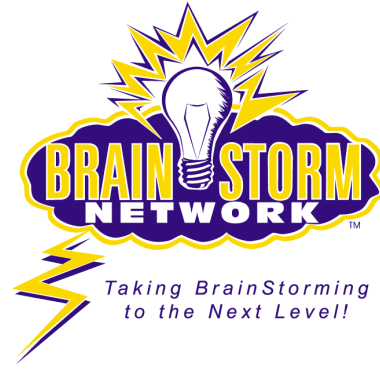


BrainStorm Network Client Testimonial



The Chemical Company



Outcomes/Focus of Work:

- ✎ Designed and facilitated a **customized Innovation Event** for the BASF Specialty Products Department based in the world-famous Research Triangle Park, NC.
- ✎ Worked with the 21-member team to create their own **Innovation Process** from scratch.
- ✎ Generated **over 500 different insights and ideas** on key company issues while learning and using multiple idea-generation methods.
- ✎ Transformed **40 Specific Ideas** into tangible **Actionable Items** to be completed within 30 days of the Event.
- ✎ Trained to use over 10 **StormBraining™ techniques** that can be used every day to generate profitable ideas with their teams.
- ✎ Discovered nearly 200 insightful ideas re: **How to Create an Environment of Innovation** within BASF SPD.
- ✎ Identified over **150 Changes and Trends** which may impact the company and its strategies, profitability, and future.
- ✎ Introduced team to award-winning **Human Dynamics™ Model** resulting in mind-altering insights and very positive feedback.

Reference:

Stephen Briggs, Director
BASF Specialty Products Department
(919) 547-2539

BASF is the World's Largest Chemical Company. Its entities range from agricultural and energy products to chemicals and plastics. BASF SPD (Specialty Products Department) consists of 3 areas: 1. Pest Control, 2. Professional Vegetation Management, and 3. Turf & Ornamental. The company has over 80,000 employees and posted sales of more than EURO 37 Billion in 2004. In the U.S, BASF shares are traded under the BF symbol. For more information, see: www.basf.com

Participant Comments:

Great ideas on how to start brainstorming and developing ideas. Amie Dunn

Puts brainstorming into an organized process. Tim Knight

John's style and process not only stimulated me to think about innovation at work, but also in my personal life with my family as well. Bill Baxter

The "Human Dynamics" chart is thought-provoking. I'll be using it often. Wayne Lohman

John showed us the framework on how to share ideas. Chuck Anderson

John is very flexible and he listens to the group. I now feel like I could conduct a productive brainstorm session. Bob York

I enjoyed the program because John spoke to us, not down to us. Mike Murphy

Great session!! Jonathan Smith

John's program helped me build on the skills and ideas I already had. Toni Bucci

The Human Dynamics model really forces and reminds you how complex and amazing the world is. Mary Parker