

BrainStorm Network Client Testimonial



Outcomes/Focus of Work:

- ✎ Designed/facilitated **Innovation Events** for two EnCana USA Business Units.
- ✎ Using numerous idea-generation methods, the teams generated **over 1,000 unique ideas and insights** on key company issues!
- ✎ Introduced teams to **Key Concepts** relating to the *Carpe Boxem*[®] Process, *Innovation Dynamics*[™], and *Obstacles to Innovation*[™] to help them develop **creative solutions** for revolutionizing key business challenges.
- ✎ Trained to use multiple **StormBraining**[™] **techniques** that can be used every day to generate profitable ideas with their teams.
- ✎ Designed customized **Jump Start Survey**[™] to catalyze and capture pre-event ideas.
- ✎ Created **GolfStorming**[™] **exercise** to coincide with post-workshop golfing event.
- ✎ Introduced teams to **Innovation Themes** such as *BlameStorming*[™], *PainStorming*[™], and *DrainStorming*[™] focused on company and industry **challenges, opportunities, and trends**.

EnCana Corporation is a \$40+ Billion energy firm based out of Calgary, Canada. They are one of North America's largest independent oil and gas producers. The company creates high value through large, low-cost, long-life resource plays in Texas, Wyoming, Colorado and western Canada. As of 12/31/04, they have proven reserves of 10.5 trillion cubic feet of natural gas in addition to approximately 860 million barrels of oil and NGL. For more information, go to: www.encana.com

Participant Comments:

Excellent program. Can be used in any setting or industry. John Bell

John made brainstorming quick, efficient and fun, rather than slow, tedious and boring. Russ Kimmitt

Great program - John really does a great job opening a mind to new ways of thinking, in or outside the box! John Moran, Jr.

John's program gives brainstorming a whole new meaning. Paul Becker

When you have a great team, John's brainstorming tools are excellent for bringing out all of their ideas and getting them organized so that implementation and progress can be made. Jesse G. Wood

Creative, mind opening, motivational. Lyndel Loman

Great techniques to facilitate communication and ideas. Bob Fuqua

This gives leaders one of the best tools. I have seen a lot of good team-building seminars and this one gave me the best tools to build a team that can really stand out as unique. Dwight Schneider

Invigorating "mental workout". Pete Straub

The overall program was a great starting block to changing our future! Dennis Degner

Great idea manufacturing. Brant Gimmeson

References:

John Sanchez - VP, Mid-Continent
(214) 987-7197 (Dallas)

Dean Purcelli - VP, Gathering Services
(720) 876-3680 (Denver)

