

BrainStorm Network Client Testimonial



Freddie Mac is focused on making home ownership possible for millions of Americans. Based in the Washington, DC area, this shareholder-owned corporation employs over 5,000 people. Freddie Mac has produced over 35 consecutive years of profitable operations and provided over 46 million families with financing for their homes. For more information, see: www.freddiemac.com

Outcomes/Focus of Work:

- ✦ Facilitated a **StormBraining™ Event** with 20+ members of the Freddie Mac Rising Leaders Team
- ✦ **Generated over 340 different ideas** about how to enhance Freddie Mac's *Environment of Innovation™*
- ✦ Trained to use 10 different **StormBraining™ techniques** that can be used every day to generate profitable ideas
- ✦ **Harvested over 100 Strengths/Weaknesses** to be evaluated, addressed and capitalized on
- ✦ **Identified 40 "Boxes" (mental models) and 25 "Impossibles" (seemingly impossible challenges)** that may have an impact on Freddie Mac's future initiatives
- ✦ **Discovered over 50 additional Action Items** to add to the 7 Steps of Innovation™ Process

Sample of Participant Comments:

- ✦ *This was a refreshing way of looking at this topic.*
- ✦ *I enjoyed challenging my thought process!*
- ✦ *A complete concept on how to approach a new idea.*
- ✦ *Excellent seminar and allowed me to focus on some of my own thinking process and some wrongful boxes that I was inhabiting. Gave me an impetus to identify and get out of my box.*
- ✦ *Great class, makes me want to go and innovate.*
- ✦ *It was energizing.*
- ✦ *Very stimulating. Really appreciate the Idea Harvest – going to start using immediately.*
- ✦ *A fun storm for my brain! I really enjoyed this seminar and learned about the different visual brainstorming methods. Pocket innovation tool is absolutely fun and easy to use. It gives your brain fuel, when it's running out of ideas.*

References:

Faisal Khan (703) 903-3745
Nitesh Batra (571) 382-3567



For information about how we can design an Innovation Event for your organization, contact: John Storm
BrainStorm Network - P.O. Box 720275, Norman, OK 73070 - (405) 321-6262 - john@brainstormnetwork.com