




**Bottom Line Innovation
Associates, Inc.**

We help organizations develop Innovation as a core competency, and defining the right problems to solve is a critical component. In addition, we offer training in creative thinking and innovation processes, and we can help your leaders learn how to *lead innovation* so that innovation becomes part of your company culture. Our client list reads like the Fortune 100, including giants in chemicals, high tech, retailing, travel, foods, entertainment, financial services, and others areas.

All of our associates are highly seasoned business executives who have earned advanced degrees in such diverse fields as engineering, architecture, physics, organization development and chemistry.

Dr. Charles Prather, President, was the first manager of The DuPont Center for Creativity and Innovation and helped design its offerings. He is a frequent keynote speaker and university lecturer. He has authored numerous articles, and his book, *Blueprints for Innovation*, was published by The American Management Association. Dr. Prather earned his Ph.D. in biochemistry from North Carolina State University.



"Our certification and license to use Bottom Line Innovation® was one of the best business investments we made all year. We gained new clients, improved project quality, and created new business opportunities in the first six months alone."

Dr. Victor Gulas, VP Technology,
Montgomery Watson, Boulder, Colorado

"Bottom Line Innovation® helped us create 'CapShare,' the first member in a new category of products. BLI helped our team move beyond traditional thinking to explore new and original ways to meet the needs of our customers."

Dr. Ross Allen, Project Manager
Hewlett Packard, Palo Alto, CA

"Bottom Line Innovation® offered Sears a solid, results-oriented process that is delivering new revenue growth and will keep us ahead of the competition. Just one idea produced over \$200 million in new revenue in 2000 alone. We are now certified and licensed to conduct BLI workshops ourselves, increasing our scheduling flexibility and reducing our costs."

Lyle Heideman, President, Hardlines

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**BOTTOM LINE®
INNOVATION
FACILITATOR
CERTIFICATION
and LICENSING**

Five-day workshop
certifies facilitators to lead
Bottom Line Innovation®
work sessions

Facilitator Certification

Facilitator certification for Bottom Line Innovation (BLI) is a five-day intensive training session to certify up to six of your employees to provide BLI work sessions internally.

When is it appropriate to have our own facilitators?

Having your own facilitators on staff will save you money and increase your flexibility if you have a continuing need for professional facilitation with creative problem-solving.

Prerequisites for Leadership

Leaders must recommend the facilitator candidates, and must therefore allow them to lead BLI work sessions outside their own area.

Prerequisites for Trainees

The trainees must have been full participants in a BLI Work Session at least once.

Prerequisites for Facilitators

Candidates should have most of the following characteristics:

- 1 - Strong personal desire
- 2 - Good interpersonal skills
- 3 - High energy & enthusiasm
- 4 - Extroverted behavior
- 5 - Experience facilitating groups
- 6 - "Out of the box" thinker

1. Do you have a continuing need for professional help to develop breakthrough, workable solutions to tough issues?
2. Are there creative, talented people on staff who could do this work?
3. Would it be worth five days of their time to learn how?

Certification Agenda

During the first three days the participants learn the BLI process, and practice applying it to real problems. During the last two days, the new facilitators run a full BLI work session with a team from

your organization, and our consultant is there as the "safety net" to keep the process on track and to reinforce learning.

Why must certification be limited to six people?

The depth of learning and proficiency demanded by the BLI process requires a very great deal of individual practice. More than six people reduces significantly individual practice time, and therefore quality of delivery and results.

Call us to discuss details, or email us from our web site:
www.bottomlineinnovation.com



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