

Company A → Company B

What are the basic attributes of your company (and how it does business) today? (This is “Company A.”)

Products:

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Services:

.....

People:

.....

Personality:

.....

Other defining characteristics:

.....

What do you want them to be 18-24 months from now? (This is “Company B.”)

Products:

.....

Services:

.....

People:

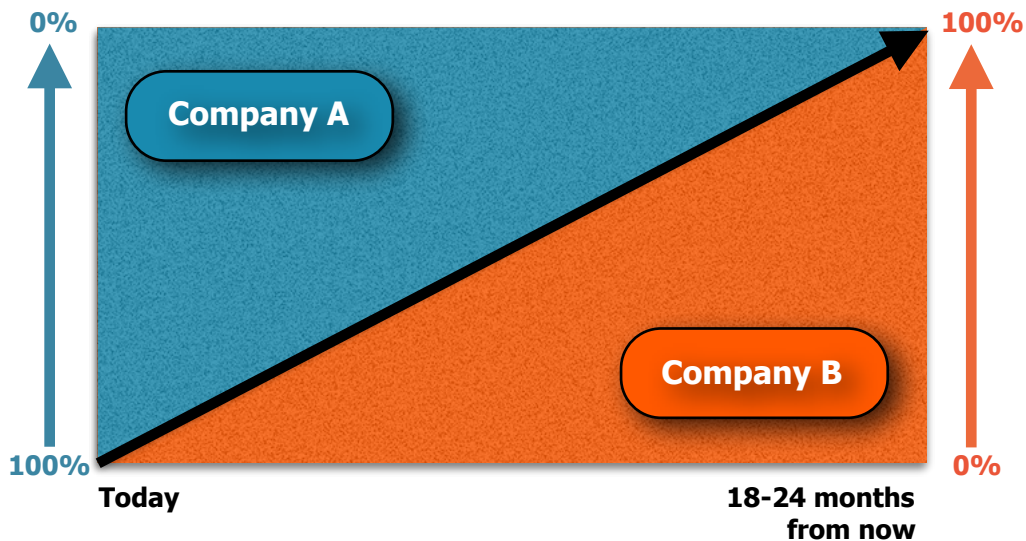
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Personality:

.....

Other defining characteristics:

.....



Write anything.

Write any ideas, even if they have nothing to do with the topics above.

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Draw anything.

Additional Resources

At ArtieIsaac.com...

...a bookshelf of ideas for creativity, collaboration and more.

...updates of this tool, and other DIY tools, such as *Carry Forth*, a tool for planning creative projects for you or your team.

...and a link to my blog, *Net Cotton Content*.

HALF-DAY CREATIVE BOOST: Your team learns proven creative skills while addressing your key questions.

What can you do — in one morning or afternoon — to reignite your team's creativity? Can you do more than learn? Can you also make bold strides toward addressing critical challenges and opportunities?

Yes. (Here's how.)

I provide companies and organizations with a half-day of creativity training and brainstorming for eight to 800 teammates.

This is applied problem solving.

This is *hands-on training*. Rather than simply learning about creativity and brainstorming, we will immediately pounce on the most critical questions at the forefront of your business.

There will be useful, actionable results.

Isolated at the top?

A Message To Business Leaders

Make-or-break decisions. Economic volatility. Unpredictable humans. The stakes have never been higher. With limited time and resources, you must trust your gut.

Imagine the value of a peer group: questioning your assumptions, validating your analysis, offering perspectives, and identifying unseen opportunities.

To consider how a peer group can make you a better leader, visit ArtieIsaac.com.



Who is Artie Isaac?

→ helping CEOs develop ingenuity to face *bet-the-company* moments

→ 500+ training sessions on creativity and collaboration

→ 2,000+ brainstorming

→ Chair of eight Vistage groups in Columbus

→ 300+ keynotes

→ Vistage Innovation Speaker of the Year

→ Yale B.A., Columbia M.B.A.

...accelerating **effectiveness**, **collaboration** and **creativity** with proven methods, humor, insight, and old-fashioned encouragement.



Visit ArtieIsaac.com for brainstorm facilitation, CEO peer groups, corporate training, executive coaching, and keynote presentations.

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