



VISION**MINING**
CREATIVITY & INNOVATION CATALYSTS

YOUR CHALLENGE

Successfully navigating in today's economy requires creative ideas and valuable innovations—the drivers of new products, services and markets, and improved productivity. Every organization must, therefore, *mine the vision* of every individual and team to enhance creative thinking, leading to more innovative outcomes. That is the objective of VisionMining.

VISIONMINING WORKSHOPS

To improve workplace performance, VisionMining offers a powerful, new methodology for helping individuals and teams generate more creative ideas and practical innovations. Our workshop exercises use point-and-shoot cameras for visual problem-solving. Our programs help participants personally experience and understand—*intellectually and viscerally*—the positive impact of applying new attitudes and habits. The exercises, which include in-depth discussion and analysis:

- Help eliminate common myths that stifle people's creative/innovative potential
- Demonstrate specific techniques that open minds to fresh perspectives and improved solutions
- Develop ways to reduce "silo mentality" and capitalize on diverse viewpoints
- Reveal how change-oriented thinking and challenging conventions lead to new, often better, solutions
- Illustrate how mistakes can serve as a springboard to positive outcomes
- Boost creativity and innovation by strengthening team interaction, leadership skills and sense of personal responsibility



**VisionMining's Tool:
Point-and-Shoot Cameras**



**VisionMining Exercise:
Familiar Things / New Context**



**VisionMining Exercise:
Ways to Photograph a Crayon**

*“Lack of creativity always looks like some other problem.
If no one invents the next great thing, it will seem as if
the problem is whatever we’re blaming this week.”*

Scott “Dilbert” Adams

MEETING YOUR OBJECTIVES

You need engaging, cost-effective training to help generate productive solutions in order to maintain your competitive edge. VisionMining's methodology teaches insights and approaches that enable participants to find creative ideas and innovative solutions. Our exercises—which are specifically customized for your needs—produce creative energy, enthusiasm, laughter and, above all, valuable lessons that can be applied to the workplace.

Your participants are leaders...managers...staff...or a mix. Each program is targeted to the group that is participating. We enhance passion, commitment and team spirit across every level of your organization.

You want positive attitudinal and behavioral changes sustained over time. VisionMining offers a series of progressive, interconnected workshops that reinforce lessons learned. We can also train your people to lead VisionMining-type workshops.

You have concerns about group size, time constraints and location. We optimize all workshops for group size, amount of time available and venue. If a workshop is impractical, we offer a variety of enlightening, stimulating, photo-illustrated presentations designed to boost creativity and innovation.

DELIVERABLES

Our training efforts extend beyond the workshop itself. We produce a post-workshop PowerPoint presentation for clients that overlays participants' photos with the principles illuminated during the workshop. This presentation stimulates discussion that reinforces insights developed in the training. In addition, we can administer an anonymous survey of participants' perceptions of their organization's creativity/innovation culture. The survey results, combined with our own analysis, offer concrete suggestions for improvement.



Department of Defense/Army



Medical Device Manufacturer



Senior Leadership Team

*“Serious play is not an oxymoron;
it is the essence of innovation.”*

Michael Schrage, Harvard Business Review

ORIGIN OF VISIONMINING

The idea for VisionMining arose when founder Steve Gottlieb grasped a surprising connection between some of his varied professional experiences. A graduate of Columbia University College and Law School, Steve practiced environmental law in private firms and the federal government, where he was Assistant General Counsel of the Office of Management and Budget and a member of several White House Task Forces. He later served as Environmental Director of the U.S. Synthetic Fuels Corporation. Steve then reinvented himself, becoming an accomplished professional photographer, producing images for a wide range of Blue Chip clients. He is the photographer (and author/designer) of five nationally-acclaimed photography books. Steve established and teaches at Horizon Photography Workshops, which *American Photo* magazine highlighted as one of the “12 Awesome Travel Workshops in the United States.”



To help his photography students become more creative, Steve developed exercises and techniques that help them learn to be more inventive, change-oriented, productive, confident and mutually supportive. Reflecting on his earlier experiences as a senior corporate manager and lawyer in large institutions, Steve realized that these photography exercises and techniques could help individuals and teams in business, non-profits and government achieve these same positive outcomes. From this insight came VisionMining—the name for our process and our company. Significantly, the idea for VisionMining was the result of one kind of creative thinking: generating a new and useful product, process or service by weaving together two seemingly unrelated things...in our case, creative photography instruction and organizations’ need for greater creativity and innovation.

We welcome the opportunity to explain how VisionMining’s team can help your team.



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*“This economic crisis doesn’t represent a cycle.
It represents a reset. It’s an emotional,
social and economic reset.”*

Jeffrey Immelt, Chairman, GE