



Deliberate Innovation

*Summary of Deliberate Innovation Services
August 2023*





We are corporate innovators who have walked a mile in your shoes.

We know how it feels to go head-to-head with a seemingly, unsolvable challenge. You need the right people, the right process & tools and the right mindset. That's why we built Deliberate Innovation.

Deliberate Innovation is comprised of experienced innovation facilitators, subject matter experts and creative problem solvers. Our mission is to guide your team *to see what others are seeing, yet think what few others are thinking*. And we work side by side with you from the moment the work starts until the work has been completed.

3 Key Ingredients to every engagement



The Method

We blend the BEST in design thinking and creative problem-solving methods together with the power of behavioral science to turn your ideas into business outcomes



The Network

Our network is made up of experienced facilitators, subject matter experts and creative thinkers who will help you to think what no one else is thinking.



The Facilitation

We coach you every step of the way to make sure you are successful throughout your innovation journey.

Every engagement we always...

Make you look awesome: DI is a recognized leader in corporate innovation. But we are also masters of designing experiences that inspire and galvanize participants to act.

Make it easy for you: We guide you every step in the journey – from event strategy, to design & project management, to recruitment and to hosting and facilitating the live event.

Make it fun AND valuable: We not only make the event fun, but we also ensure that you will walk away with insights, ideas, recommendations and relationships that will last.



**Deliberate
Innovation**



Summary of Our Deliberate Offerings

We Inspire. We Solve. We Transform. (see detailed descriptions)



Inspire

We produce **innovation experiences** that inspire people to learn and co-create together.

The 3 types of inspirational events:

- ▶ [Leadership Offsites](#)
- ▶ [Deliberate Events](#)
- ▶ [Deliberate Think Tanks](#)



Solve

We design problem solving events that accelerate **innovative breakthroughs**.

The 3 types of workshop experiences:

- ▶ [Customer Co-Creation Workshops](#)
- ▶ [Deliberate Idea Sprints](#)
- ▶ [The "Big Ideas" Workshop](#)



Transform

We train and coach **innovation behaviors and techniques** for real and lasting change.

The 3 types of capabilities we build:

- ▶ [Deliberate Innovation Training Accelerator](#)
- ▶ [Corporate Innovation Champion Networks](#)
- ▶ [Deliberate Innovation Master Classes](#)

[CLICK](#) to Discover More Awesome Projects We Did in 2022



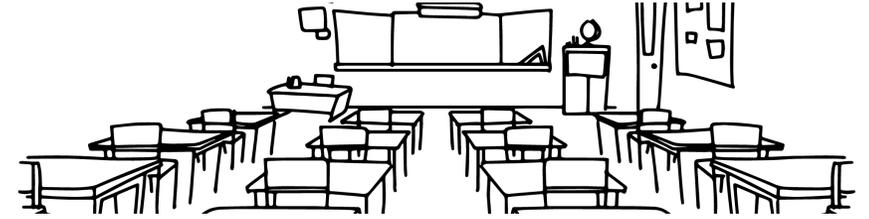


Overview

Deliberate Events

Deliberate Offsite

Unlock brilliance and foster breakthrough innovation



Innovation Meets Inspiration Driving Purposeful Impact

Embark on a transformative journey with our Deliberate Offsite, where innovation meets inspiration, upskilling, and facilitation in perfect harmony. Unlock the potential of your team, fostering a culture of creativity and collaboration that drives sustainable growth. Experience purposeful learning and dynamic engagement, setting the stage for a memorable event that leaves a lasting impact on your organization's innovation journey.

Outcomes Extend Beyond the Offsite

You will witness your team's transformation into an innovation powerhouse. Expect a team that's equipped with practical skills, enriched with fresh perspectives, and ready to tackle challenges head-on. Our offsite outcomes extend beyond the event, infusing your organization with renewed energy, creativity, and collaboration. Drive results that matter as your team applies newfound knowledge to real-world scenarios, establishing a legacy of innovation that propels your business forward.

Clients who have experienced a Deliberate Offsite



Expect the Extraordinary

-  **Customized Brilliance:** Crafted with your objectives in mind, our offsites are tailored to be both meaningful and unforgettable, ensuring a lasting impact on your team.
-  **Unrivaled Network:** Harness our extensive network of inspirational speakers, facilitators, and experts. Challenge norms and redefine possibilities within your organization.
-  **Inspirational Impact:** Blend inspiration and education for a truly transformative experience that fuels creative thinking.
-  **Purposeful Fun:** Elevate engagement through fun-focused activities while maintaining a clear focus on achieving significant outcomes.
-  **Learning-Driven Design:** Deliver immersive events designed to match the adult learning experience, enhancing knowledge retention and application.
-  **Unleash Vibrant Energy:** Depend on our MC, moderator, and keynotes to infuse your event with contagious energy, passion, and enthusiasm.



Our clients: In their own words

Deliberate Offsite



Click play to hear Steve (<https://youtu.be/aKvIBETsFBQ>)

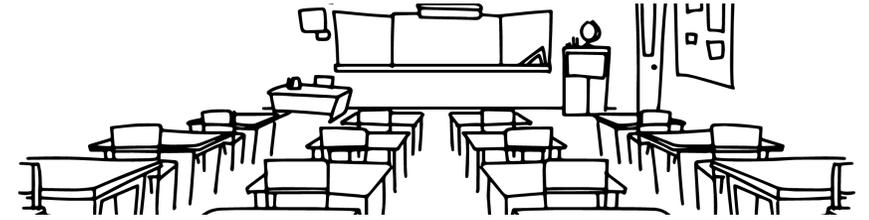
“

We have seen innovation explode in the organization and this was the item I point to, and the leaders point to as the fuse that got it lit.

Steve Palladino
Head of Corporate Innovation
BAC

Deliberate Event: Advisory Board

Modernizing the traditional advisory board experience



Similar... but Different

Just like a traditional advisory board, the Deliberate advisory board brings together a highly curated group of subject matter experts to work together on a strategically significant topic to both your organization and your customers / business partners. But what makes the **Deliberate Ad Board** different is that we integrate the best parts from a design thinking workshop and a leadership offsite to create a high impact AND memorable experience that will WOW your business partners and have them asking: *"When's the next one?"*

Not Your Typical Advisory Board Experience

The Deliberate Ad Board model incorporates creative design practices to enable adult learning. Specifically, we use game mechanics and best practices from behavioral science to encourage participation as well as productive idea generation. By using our unique method, we will help you gain in-depth customer insight, build stronger relationships and rapport with your business partners and produce a set of actionable recommendations that can have an immediate impact on your business.

Clients who have experienced a Deliberate Advisory Board



MITSUI & CO.



ZS



EVERSANA™

Expect the Extraordinary

- ✨ **Inspiration Meets Research:** Our team blends inspirational story telling and engaging examples to help discover and learn from your most valued experts and opinion leaders.
- 📚 **Expert Moderation:** We bring top class moderation and facilitation techniques to create a highly interactive and engaging experience.
- 🚀 **Customized Design & Research:** We custom design your advisory board for your team and your specific needs. We start by conducting research and conducting deep interviews with your teams and experts.
- 💡 **Purposeful Fun:** We elevate engagement through fun-focused activities while maintaining a clear focus on achieving significant outcomes.
- 🔥 **Contagious Energy:** We infuse your event with contagious energy, passion, and enthusiasm.
- ❓ **The So What??:** Most ad boards produce a set of findings. We take it to the next level by helping you understand the strategic implications and discover the "So What?".



Our clients: In their own words

Deliberate Event: Think Tank



Click play to hear Wendy (<https://youtu.be/ICO74CCGMM>)

“

We did a spin-off of the Jeopardy game. . . . It was awesome! It really got people on their feet, it brought out their competitive spirit . . . and we learned a lot from each other and the game itself.

Wendy Blackburn
Executive Vice President
Intouch

Our clients: In their own words

Deliberate Event: Think Tank



Click play to hear Erika (<https://youtu.be/ICO74CCGMM>)

“

They are a one-stop-shop. You bring us a full plan of ideas for keynotes, for workshops, for panels. We can go just one place to get it all.

Erika Pare
Marketing & Communications
Intouch

Deliberate Customer Round Tables

Working with your customers to create winning solutions.

Beyond Conventional: Co-Creating Breakthroughs

The Customer Round Table serves as a dynamic melting-pot where your customers and partners coalesce to co-develop groundbreaking solutions. The round table isn't just a meeting – it's a fusion of game mechanics, cutting-edge discussion panels, and design thinking principles, all harmonizing to harness collective intelligence for transformative outcomes.

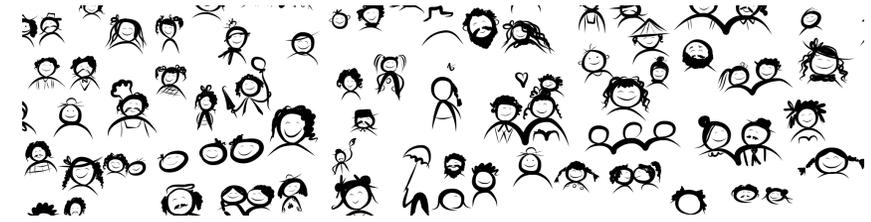
Go beyond even the confines of the workshop

You will be presented actionable outputs that resonate with the real world. These outputs are testable concepts, carefully crafted for co-ownership with partners, ensuring collaborative innovation continues even after the session concludes.

But the influence doesn't end there

We can build a unique participant community, cultivating connections through platforms like LinkedIn or Facebook. With an ideal participant range of 15 - 50 individuals, our sessions adapt seamlessly to both in-person and virtual contexts, providing accessibility without compromise.

Clients who have experienced a Deliberate Customer Round Table



Expect the Extraordinary

-  **Game Mechanics Fusion:** Unify perspectives effortlessly through engaging game mechanics, aligning participants towards a common goal.
-  **Enlightening Discussion Panels:** Dive into pivotal discussions, such as patient care, that transcend the ordinary, sparking innovative thinking.
-  **Advanced Engagement Dynamics:** Navigate the complexities of collaboration with super-engagement strategies, bolstering partnerships with your customers.
-  **Design Thinking Immersion:** Delve into ideation with design thinking at the helm, unlocking a treasure trove of fresh ideas.
-  **Idea Memorialization & Voting:** Elevate ideas to action as teams memorialize and collectively converge on the most promising concepts.
-  **Concept Modeling & Development:** Elevate concepts from abstract to actionable with modeling and building exercises that crystallize strategies.



Our clients: In their own words

Deliberate Customer Round Table



Click play to hear Hensley (<https://youtu.be/XuENuuxxUYk>)

“

We wanted to engage and learn from our customers...but we wanted to be participants. They made it fun, flexible and helped us learn so much more from our customers than we ever had before.

Hensley Evans
Principal
ZS Associates



Overview

Deliberate Solving

“Moonshot” Ideas Workshop

Empowering you with solutions that shoot for the moon

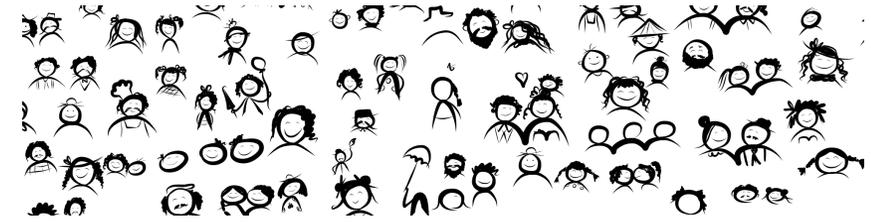
Our Deliberate Approach to Generating BIG IDEAS

The pursuit of groundbreaking ideas demands a **departure from the ordinary**. Our systematic innovation method is designed to liberate you from conventional thinking, inspiring the birth of novel concepts. We integrate design thinking, creative problem solving, and TRIZ techniques, all guided by the belief that "Somewhere, Someone Has Solved Your Problem Before."

The Deliberate Metaphors Technique

Experience innovation in action with our unique Deliberate Metaphors Technique. **Borrowing inspiration from diverse industries**, products, and individuals, this approach introduces fresh perspectives, coined as Deliberate Metaphors. By applying wisdom from these metaphors to your challenges, we shatter traditional thought patterns **and pave the way for BIG IDEAS and executable solutions**.

Clients who have experienced a Deliberate Workshop



Expect the Extraordinary

-  **Innovative Liberation:** Break free from conventional thinking as we guide you through a deliberate system designed to escape old ideas and ignite new possibilities.
-  **Strategic Consultation:** Focus your efforts with expert guidance during strategic consultation sessions, ensuring you're tackling the right questions head-on.
-  **Multi-Disciplinary Fusion:** Experience a dynamic blend of design thinking, creative problem-solving, and TRIZ techniques, creating a powerhouse of innovation methods at your disposal.
-  **Masterful Facilitators:** Our workshop is led by a team of seasoned creative problem-solving facilitators, guiding your journey with expertise and finesse.
-  **Deliverable Actionability:** Gain not just ideas, but actionable solutions that seamlessly fit into your brand or operating plan, propelling you towards transformation.



Our clients: In their own words

Deliberate Workshop



Click play to hear Neerja (<https://youtu.be/OtcVa5STxyw>)

“

I was blown away by the whole experience...from the formulation of the question to the process of pushing our team to ideate differently. The whole experience was fresh, different and impactful.

Neerja Balachander
Senior Medical Director

Deliberate CO-CREATION Workshop

Solutions not just created, but co-crafted for a shared future

Experience innovation redefined in our dynamic Co-Creation Workshop

A fusion of game mechanics, curated discussions, and design thinking. Collaborate with customers and partners, generating ideas through pre-work and crowdsourcing. Expect expert moderation, deep ideation, and actionable outputs that transform insights into game-changing strategies. Join us to reshape innovation, turning shared insights into tangible impact.

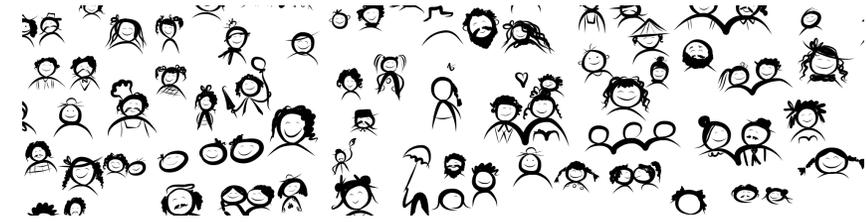
Deliberate Innovation isn't just a service

It's a conduit for forging alliances, sharing insights, and co-creating solutions that leapfrog expectations. Witness the evolution of innovation as we channel the power of collaboration to redefine your strategies, your products, and your future. We provide tangible, testable concepts that you can co-own with your partners.

Intimate offering structured to fit your needs

We focus on groups of 15-20 participants, you have the flexibility to choose between a full day of immersive in-person interaction or a dynamic half-day virtual experience.

Clients who have experienced a Deliberate CO-CREATION Workshop



Expect the Extraordinary



Game Mechanics Alignment: Engage and align participants effortlessly using dynamic game mechanics that spark understanding and collaboration.



Discussion Panel Dynamics: Dive deep into pivotal discussions, such as patient care, guided by expert moderation to unveil groundbreaking insights.



Super Engagement Activation: Foster elevated engagement through strategic facilitation that strengthens partnerships and collective efforts.



Design Thinking Immersion: Immerse in design thinking methods that fuel deep ideation, unearthing innovative solutions from every angle.



Idea Memorialization & Voting: Elevate ideas into tangible action as teams memorialize and collectively vote on the most promising concepts.



Concept Modeling & Development: Progress from ideas to execution-ready concepts through hands-on modeling and building exercises that bring your solutions to life.



Our clients: In their own words

Deliberate Workshop



Click play to hear Chris, Anne and Heidi (<https://youtu.be/L85BLW3yIrU>)

“

The moderated panel brought very good insights on how artificial intelligence is used all over the world. And the ideation process helped turn those insights into ideas.

Heidi Ørstavik

Worldwide Director Medical Excellence

Deliberate Design Sprints

Inspiring Systematic Innovation Across Your Organization!

Multi-week journey of accelerated learning and tangible impact

Seamlessly integrating strategic consultation, guided learning modules, and a structured sprint process, this program equips you with advanced design thinking and innovation techniques. Our expert coaching and detailed exercises transform ideas into actionable solutions, delivering real-world impact. Elevate your innovation game, master new skills, and witness your strategies take shape in a transformative sprint that reshapes the way you create and conquer.

Multi-Phased Program for Success:

Experience this program that delivers inspiration, learning, and breakthrough solutions.

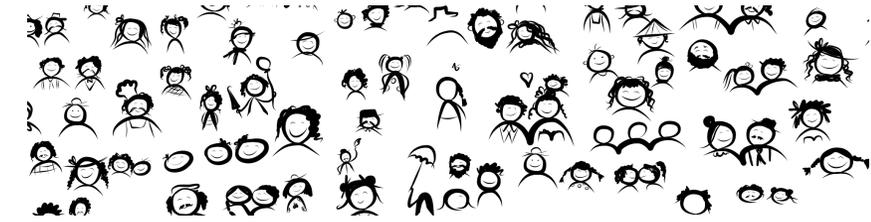
PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
The Strategy & Design	The Promotion	The Kick-Off	The Sprint	The Pitch
Define event scope, structure, and design to set the stage for success.	Precisely identify and recruit key participants through pre-promotion efforts.	Culminate the buildup in an electrifying Kick-Off Event, launching the sprint with energy.	Engage in a guided, multi-week process that transforms ideas into rapid, low-cost experiments.	Experience the grand finale – a live pitch event, expertly MC'd by Deliberate, infusing excitement into the sprint experience.

Clients who have experienced a Deliberate Design Sprint

sanofi

NOVARTIS

Valley



Expect the Extraordinary

-  **Kick-Off and Learning Sessions:** Dive into an engaging blend of kick-off sessions and guided learning modules, designed to empower your team with innovation methods.
-  **Sprint Experience Made Easy:** Seamlessly navigate the sprint process, from start to finish. Our end-to-end design ensures an effortless journey, leaving you to focus on innovation.
-  **Comprehensive Training:** Equip your team with a wide array of innovation methods, from design thinking to creative problem solving, all designed to elevate your solution-building prowess.
-  **Detailed Exercises:** A sprint guide and detailed exercises make participation a breeze, fostering a collaborative and focused experience.
-  **Guided Coaching:** Our expert coaching is there every step of the way, empowering your participants to unleash their creative potential.
-  **Virtual Sprint Model:** For our virtual sprint model, we provide not only the digital platforms but also thorough training for participant teams, ensuring a seamless virtual experience.



Our clients: In their own words

Deliberate Design Sprint



Click play to hear Mary (<https://youtu.be/jGUNZG4K4IM>)

“

If you are looking to solve a challenge, identify the right challenge to solve, and come up with some really fresh ideas and do that in an engaging way that is memorable, then Deliberate Innovation is definitely a great choice.

Mary Wells
Innovation Program Lead
Vertex

Our clients: In their own words

The Go CHAI – Artificial Intelligence Corporate Design Sprint



Click play to hear about GoChai (https://youtu.be/1H6wc_VnO1c)

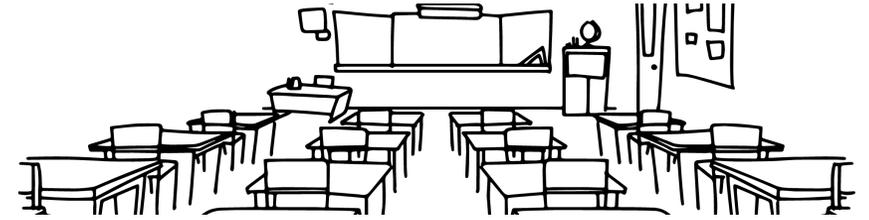
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We wanted to inspire our colleagues to do something special with AI...even if they didn't have a background in AI.

And with over 25+ countries and 500 participants, we expanded the reach of AI across the entire organization.

Deliberate Innovation Masterclass

Unlock innovation excellence within your organization.



Blending the Academic with the Practical

Discover the power of deliberate training in innovation. Our masterclass is not just theory – it's a hands-on experience that equips you with a systematic framework for creative problem solving and design thinking.

Experience Tangible Results

Witness tangible results as your team gains the confidence to tackle challenges creatively, turning them into opportunities for growth and advancement. Our Deliberate Innovation Master Class brings innovation to life, nurturing a culture of continuous improvement.

Cultivate Sustainable Expertise

Transform your organization into an innovation powerhouse. Our unique learning system lets your team refresh their skills or onboard new colleagues at their own pace and style. Innovation becomes a permanent habit across your entire team, driving enduring success.

Clients who have experienced a Deliberate Innovation Masterclass



Expect the Extraordinary



Real-World Learning:

Dive into real-world case studies, stories, and examples that breathe life into concepts, bridging theory with application.



Guided Mastery:

We go beyond teaching innovation tools and techniques. We empower you with the mastery to effectively facilitate these tools for impactful outcomes.



Hands-On Coaching:

Innovation flourishes outside the classroom too. That's why we provide seasoned innovation coaching to ensure sustainable innovation practices in your organization.

Masterclass Topics

- Design Thinking Fundamentals
- Advanced Ideation and Experimentation
- Advanced Facilitation Skills
- Customer Insights
- Marketing Master Series (including digital/omnichannel marketing)



Our clients: In their own words

Deliberate Training Masterclass



Click play to hear Mahtab (<https://youtu.be/NsM8aZy3KcQ>)

“

The deliberate team are masters at teaching, training and coaching design thinking and corporate innovation. It was the best training, hands down, of any training we've seen at our company.

Mahtab Khan
Innovation Program Lead
Valley Bank

Deliberate Innovation On Demand

Mastery meets play. Practical innovation skills at your own pace.

Practical Skill Development Reinvented

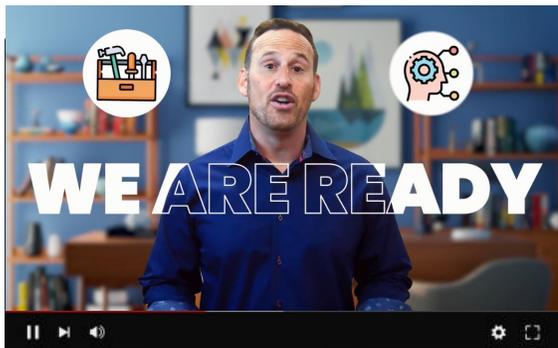
Unleash untapped innovation potential within your organization with our immersive, interactive learning experience. Our platform is your gateway to mastering innovation tools, techniques, mindsets, and behaviors.

Ignite Innovation with Confidence

Our On-Demand Learning System is your catalyst for igniting innovation across your organization. Spark creativity, refine ideas, and drive meaningful change with newfound expertise.

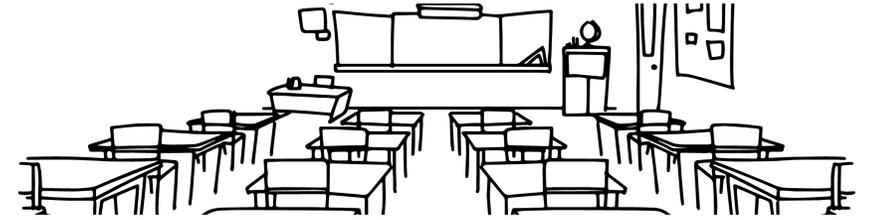
Drive Innovation Excellence

Position your organization as an industry pioneer by nurturing a workforce equipped with innovation brilliance. Witness lasting transformation as innovation becomes an integral part of your DNA.



On Demand Topic Areas

- Innovation vs Design Thinking
- Corporate Innovation 101
- Corporate Innovation 201
- Deliberate Facilitation
- Deliberate Facilitation: Technology
- Deliberate Mindset & Behaviors
- Deliberate Innovation Tools



Expect the Extraordinary

- ✨ **Comprehensive Learning:** Dive into a vast library of over 150 videos, each meticulously designed to equip you with the skills needed to thrive in today's ever-changing landscape.
- 🎬 **Engaging Storytelling:** Learn from corporate leaders who've navigated the corporate world. Each video is a captivating narrative, enriched with real-life stories that vividly illustrate innovation concepts.
- 🏢 **Real Corporate Experience:** Benefit from the wisdom of seasoned corporate leaders who understand the nuances of your industry. Learn from their triumphs, challenges, and valuable insights.
- 🎮 **Interactive Gamification:** Embark on a learning journey that's as addictive as social media. Engage in interactive elements that make learning a captivating experience, while you advance, earn rewards, and grow.
- 🎓 **Certificate Pathways:** Progress confidently on your innovation journey and earn certificates for each area mastered. Showcase your expertise as you champion innovation within your organization.
- 📚 **Practical Workbooks:** Reinforce your learning with downloadable templates that contain frameworks, hands-on activities, and assignments, helping you translate knowledge into action.



Deliberate Advisory & Coaching

Seasoned corporate insiders that partner with you.

Corporate Intrapreneurs who have “walked a mile in your shoes”

We provide Innovation Advisory and Coaching support across a variety of business functions and needs. Our retained service is custom designed for your specific needs, people and budget.

Extensive Network of REAL Innovators

Deliberate Innovation brings an extensive network of innovation advisors and coaches. What we provide is a dedicated innovation expert to be by your side, consistently guiding you through each challenge. With this service, you gain priority access to expert advice tailored to your evolving needs. You'll benefit from a holistic approach that identifies patterns for targeted innovation. Whether you're a top-level executive trying to build an innovation culture or an individual contributor navigating an innovative project, our retained service ensures you have the right guidance at every step.

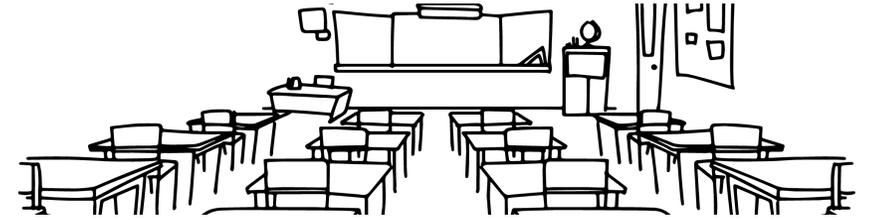
Clients who have experienced Deliberate Advisory and Coaching

sanofi

MERCK

Pfizer

SIEMENS
Healthineers



What to Expect



Hands-On Coaching:

We provide real advisory and hands-on consultative support from seasoned corporate insiders.



Strategic Thought Partnership:

We go beyond teaching and recommendations. We empower you working side-by-side with you to solve your strategic challenges.



Network of Experts:

If we don't have the answer, one of our friends will. We can quickly tap into our extensive network of thought leaders and experts to provide rapid feedback and input.

What's included in our advisory/coaching

- Strategic analysis and support
- Problem solving guidance
- Hands-On coaching
- Business advisory support
- Access to a deep network of experts
- Real world experience & guidance



Our clients: In their own words

Deliberate Advisory & Coaching



Click play to hear Paul (https://youtu.be/frSFE_pYLcE)

“

They really listened to us. They understood what we needed. They brought practical wisdom and business expertise that kept us always two steps ahead.

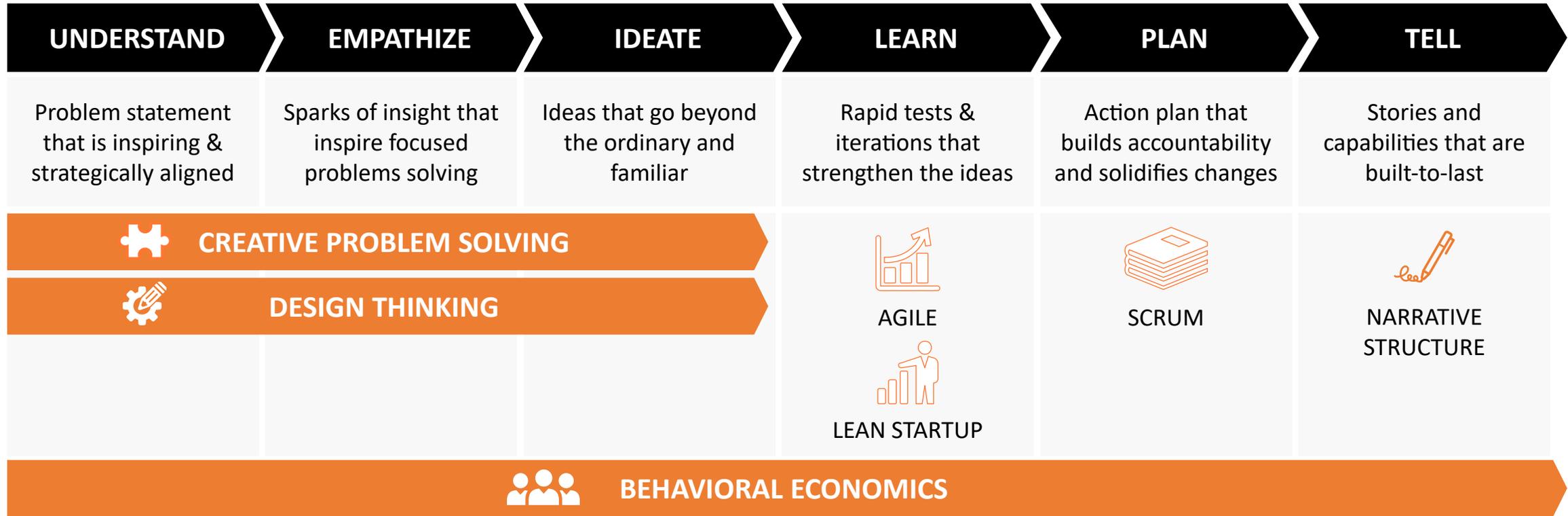
Paul Houseworth
Sales Strategy Leader
Sanofi



Our Methodology

The Deliberate Innovation Framework

We have curated an “open source” innovation framework that builds on proven methodologies




Nurturing


Signaling


Play


Questioning


Rule Bending


Thoughtful Risk Taking


Courage



The Deliberate Experience

Here's what you can expect from any of our Deliberate Experiences

High Energy

+

Fun

+

Cutting-edge

+

Customized

+

Actionable

We bring experience and professionalism to every event; but we also bring the positive mindedness and high energy that inspires people.

We blend INSPIRATION and APPLICATION so that participants are active, inspired and have fun!

We use cutting-edge technologies and virtual facilitation methods that make the virtually experience engaging.

We listen to your goals, priorities and wishes. We uniquely design for your team. Nothing is taken "off the shelf"

We close the event with actionable steps to put your ideas into action. Change is based on starting the journey of a thousand miles with small steps.



Why You Will LOVE Deliberate Innovation

High Energy and Inspirational



We make you look awesome.

DI is a recognized leader in corporate innovation. But we are also masters in designing experiences that inspire and galvanize participants to act.

Turnkey Experience



We make innovation easy for you.

We guide you every step in the journey - from strategy, to design and project management, to facilitating and coaching.

Actionable Outcomes



We generate valuable outputs.

We ensure that you will walk away with cutting-edge innovation skills, novel ideas, and actionable outcomes.



About Us



[CLICK](#) to Discover More About
Dan Seewald

DAN SEEWALD

THE DELIBERATE INNOVATOR

Dan Seewald is the Founding Partner and CEO of Deliberate Innovation. He is a recognized TED Talk keynote speaker, trained facilitator in design thinking, lean start-up and creative problem solving and a professional research moderator.

Prior to founding Deliberate Innovation, Dan was the Head of Pfizer's World Wide Innovation group where he architected the award-winning corporate innovation program, Dare to Try. Dan not only talks about innovation, but he is also a practitioner of it. Dan has led several global marketing teams and has been the founder of two start-up ventures. Over the past several years of leading Deliberate Innovation, Dan and his extended network of innovators have helped generate over \$100m of upside revenue and savings as a direct result of their client work.

Outside of the workplace, Dan is an author, wrestling coach, husband and father to three awesome children.



www.DeliberateInnovation.net



Dan@DeliberateInnovation.net

Our Expanding Network



Janine C.



Shwen G.



Erin G.



Apple W.



Mary W.



Aaron P.



Mark E.



Emily S.



Kim T.



Julian B.



Dr. Sally D.



Debbie B.



Layston B.



Dan S.



Janet G.



Karen M.



Manuel Z.



Michael L.



Nick R.



Sabrina G.



Heather M.



John K.



Cal A.



Bob K.



Anne P.



Lisa G.



Jennifer R.



Kara M.



Scott W.



Garrett F.



Zoryana M.



Jennifer M.

Our Clients

We work with complex, highly regulated organizations across industries



What Clients are Saying



Your positive energy, great ideas and content contributions, and ability to get the group to laugh and play got us some really great engagement, ideas, and feedback. You definitely exceeded expectations as promised!

Hensley Evans, Principal, ZS Associates



We loved how your morning keynote inspired the entire USP organization, including our CEO, to rethink how we cope with our constraints. But the best part was the phenomenal feedback we received from our staff on the afternoon workshop that made the lessons real and practical. We are looking forward to having you do more extensive training.

Michael Ambrose, Director of Biologics & Biotech, US Pharmacopeia



Dan showed us that thinking innovatively about problems isn't just a capability or skillset, it must also be a formal practice with the appropriate time and attention dedicated to it. A masterful facilitator, Dan lead us through an incredibly productive and inspiring session that challenged us to look above the horizon to see opportunities right in front of us that we'd been missing.

Peter Hopkins, President and Co-Founder, Big Think



You did a tremendous job engaging and educating the leadership team on Deliberate Innovation. Your expertise was apparent. You inspired us to think differently about our strategy and the way we innovate we inside our organization.

Lisa French, US Strategy and Commercial Model Innovation, Merck



Best Workshop Ever! I have had multiple people approach me today and tell me they heard that we had a fun and successful workshop. They even asked to be invited if we do another one (who asks to attend a workshop??)

Michele Mencer, Brand Director, Neuroscience Franchise, Novartis



Deliberate Innovation



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