

# BREAKTHROUGH

Harness Inventiveness to Work For You



Forge the breakthroughs you need  
when circumstances demand exceptional thinking.

## You Can Expect Results

- ✓ **CUSTOMER FOCUS** – Begin the **2- to 5-day Breakthrough** journey by connecting with your customers' desires & requirements.
- ✓ **PROBLEM DEFINITION** – Sharpen your team's focus on the right problem and challenge your assumptions.
- ✓ **BREAKTHROUGHS** – Ignite possibilities when you generate hundreds of new ideas using methods far more powerful than brainstorming.
- ✓ **EVOLVED IDEAS** – Take raw concepts into shaped ideas with prioritization, synthesis, and prototyping. Finish with rigorous evaluation and validation. Save so much time in this stage of development!
- ✓ **BUY-IN** – Choose the right team members and champions to take part, so they can fully support the outcomes of this workshop.
- ✓ **PATH FORWARD** – Leave the Breakthrough workshop with a concrete Action Plan, so implementation can follow without delay.

## When You Need

**SOLUTIONS TO URGENT OR IMPORTANT CHALLENGES** in Organizational Strategy & Operations, Infrastructure, and Sustainability

**A MORE COMPETITIVE STRATEGY, BUSINESS MODEL, BUSINESS PLAN, OR PROPOSAL**

**SERVICE OR PRODUCT INNOVATIONS**

**A DEDICATED EVENT FOR THINKING, CREATING, & SOLVING**

## Value at Every Step

- ❖ Pre-workshop assessment and orientation
- ❖ Team selection & diversification
- ❖ Definition of problem scenario
- ❖ Prepared workshop design & materials
- ❖ Participatory, hands-on format
- ❖ Expert guidance by a trained facilitator
- ❖ Documented workshop notes & action plan

Contact Andrea Ramage for information:

**425.495.9066**



[andrea@somersaultconsulting.net](mailto:andrea@somersaultconsulting.net)  
[www.somersaultconsulting.net](http://www.somersaultconsulting.net)

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