

FEEDING CREATIVITY FOR INNOVATION

Maple Leaf Foods

Creative Problem Solving

THE CHALLENGE

Upon completion of this program, each participant was given a toolkit of methods and means to create organic and urgent change within their organizations. Overall feedback from the program was very positive, with participants indicating a strong initiative to create change within their own organizations.

OUR APPROACH

We introduced a method for creative problem solving, using an interactive experience that gave leaders the chance to collaborate, think and prototype real ideas quickly. We then held a competitive team challenge where groups came up with bold and creative solutions to achieve strategic goals. We also looked at how to live, work, lead and innovate in a rapidly changing and uncertain world.

THE RESULTS

Senior leaders came away with knowledge of design thinking principles, increased self-awareness and team interconnectedness, a renewed passion for corporate values, and innovative ideas for new strategic goals.

REAL RESULTS

Leaders applied their innovative design thinking to the strategic initiatives outlined by the CEO for implementation this year, resulting in real change.
