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## Enhance your team's « creative capital »

Our multimedia *Lessons from the jungle...* training programs demystify the three ways that individuals, corporations or nations can increase their wealth: By adding value to their «*structural capital*», their «*client capital*» and their «*creative capital*».

The first idea, «*structural capital*», refers to those patents, methods, buildings or equipments that are exclusive properties.

«*Client capital*» describes the value of the relationship that you can develop with persons who'll consume or use your structural capital, and/or contribute to it – i.e. customers and suppliers.

And «*creative capital* is the knowledge and

experience of your human resources... when involved in a value-adding process.

Of the three, only one assures sustained growth and prosperity: Increasing *your «creative capital»*. In this knowledge-based economy it quickly becomes a tangible asset when it's unleashed to improve products, services, systems or processes.

So how do we unleash a team's creative potential? We teach them the jungle's #1 management rule: ***Altruistic self-interest*** and the tools needed to do the job.

*Now imagine if every member of your team had the same motivation, drive, initiative and leadership as a visionary CEO...*

## A half-day of « deep wisdom » from Nature...

How did leaders from top organizations like Bell, Hydro-Québec, National Bank and Gaz Metro learn about the *value of their «creative capital»* at our training events?

Our “*Lessons from the jungle...*” team-building sessions show them how and why Nature favors self-empowered leadership. They also discover how high performance teams benefit from a variety of *thinking and communication tools*.

For example, a client recently invited us to animate a training session for its sales team who'd gathered for an annual meeting. Our challenge was to explain the benefits of sharing client data. Management thought it was important in terms of customer service, but the idea threatened some of the team and an unhealthy climate hindered co-operation.

We greeted them with plenty of good coffee and a game called *Air-Bingo* – an ice-breaker that capitalized on their competitive nature to get them talking. It was followed by a fascinating seminar called ***4.5 Billion Years Of Success*** - on Nature's best practices.

After that, they participated in a heuristic learning activity called “*Lost in the jungle*” and experienced the value of sharing data. They worked alone to solve a life or death challenge and then worked as a team to share knowledge and determine strategy.

There was another training animation – this time on *Nature's team-building ideas*. Then we introduced them to a great tool and concluded with a very funny story. Mission accomplished... and good time was had by all.



This 1/2 day team-building experience includes:

- A 30 min. ice-breaking activity to set the tone and explain the jungle theme
- A 45 min. “multimedia” conference to establish the creative context for these “*Lesson from the jungle...*”
- A 60 min. heuristic team-building activity so the participants experience the collaborative process.
- A 30 min. interactive animation to debrief the training event and glean wisdom from it.
- A 45 min. closing conference to point out Nature's team-building principles and teach an important tool.

### SOME OF THE TOPICS WE'LL DISCUSS :

1. NATURE'S MANAGEMENT PRINCIPLES
2. STRESS AND THE NEED FOR CHANGE
3. THE SELF-EMPOWERMENT PROCESS
4. LEADERSHIP AND COMMUNICATIONS
5. COLLABORATION AND NEGOTIATION
6. CREATIVE INTELLIGENCE AS « CAPITAL »



**CONSULT**

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*We demystify Nature's  
management principles.*

Yes we're online:

[www.consult-IIDC.com](http://www.consult-IIDC.com)

Read the archived issues of  
**The Jungle Times**

Use our TOOL BOX

Discover our Costa Rica  
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## A unique, refreshing and empowering approach!

We hear all kinds of complimentary words to describe our work. You can easily see how *heuristic learning* benefits the participants. The word heuristic comes from Greek and means *self-discovery*. Rather than just transmitting data, we guide people in activities where they experience the information for themselves.

Our Web site has a page full of customer comments, but some of the ones we enjoyed most said: "*You confirmed what I know to be true. Nature has no favorites. Everyone is creative.*" –Or: "*Thanks for the amazing tool. I'm now convinced I can be a creative thinker and leader.*" –Or: "*I now have hope.*"

The world is moving at such dizzying speeds that many people are reacting negatively. **Invest in your team** by ordering this empowering learning event.

### The jungle is more than a metaphor...

What can you learn from the jungles of America? Well that amazingly diverse and ever-changing ecology favors constant and rapid adaptation.

It also encourages personal power – i.e. self-motivation, creativity and innovation, leadership cooperation and teamwork, and much more.

Not just a metaphor, the jungle offers us examples that result from 4.5 billion years of success, and participants in our training avail themselves of both inspiring and *strategic information*.

Our multimedia presentations include a wide range of activities and tools, around which we assemble life-affirming events.

### To reach us...

Authors and heuristic training consultants Suzy Ethier and Lawrence Poole (Self-Empowerment: *How And Why To Invest In Your Creative Capital* animate empowering learning seminars. In more than 15 years of teaching management training sessions, they've shown thousands of people in Canada, Europe and Latin America how to creatively take up the challenges offered by a rapidly changing world. Just fill in the coupon below and fax it to us so they get right back to you. Or send us your coordinates in an email.



### HELLO THERE CONSULT-IIDC MANAGEMENT...

- CONTACT ME, I'D LIKE MORE INFORMATION ON YOUR SERVICES.
- PLEASE SEND ME A COPY OF YOUR NEW BOOK.
- I WANT TO SUBSCRIBE TO YOUR EMAIL NEWSLETTER
- I'D LIKE TO HEAR MORE ABOUT HOSTING A TRAINING-EVENT



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