

# Do you need Collective Creativity™?



Do you need to tackle a tough business challenge?

Has your team hit a road-block? Has problem-solving stalled?

Are time-poverty, functional silos and myopia hindering creativity and innovation?

Collective Creativity™ is our signature approach to problem-solving and strategic thinking using best-of-breed strategy models, group-process facilitation, and the power of your team.

**Collective Creativity™** turbo-charges teamwork, and answers three important questions:

1. Which strategy models and tools should we use?
2. Who should attend the session(s)?
3. How should the session(s) be facilitated?

## Our process ...

- Changes the conversation to foster more productive exchanges of ideas.
- Leverages the wisdom of the group and increases ownership of the process and outcomes.
- Mines the corporate or organization memory.
- Increases multi-functional collaboration, alignment, and engagement.
- Can be used to tackle a specific business challenge or your entire strategic plan.
- Complements – not replaces – your business strategy executives.



## Collective Creativity™ success stories ... a few examples of our mandates

<p>A <b>strategic plan</b> for one of world's top-ranked universities – 1<sup>st</sup> such plan in its 200-year history.</p>	<p><b>Reduced</b> customer-service turnaround <b>time</b> from 16 days to 48 hours.</p>	<p>Helped executive leadership teams develop a <b>prioritized</b> list of several competing business-unit and functional-area strategies.*</p>	<p>Multi-day corporate retreats resulted in clearer future <b>direction</b> and better <b>alignment</b> for a large group of middle and senior-level executives.*</p>
<p><b>Executive and team coaching</b> over several months to develop more robust business models and strategic marketing plans.*</p>	<p><b>New leader integration:</b> Created multi-day kick-off events to set a positive tone among new leaders and their executive teams.*</p>	<p><b>Stakeholder consultation:</b> Feedback sessions with small and large groups (up to 500 people) to ensure input of all voices and points of view.*</p>	<p>A new <b>value proposition</b> with laddered benefits, positioning statement and communication strategy were developed for a portfolio of products.*</p>

\*multiple mandates



**Dawn A. Sutherland, MBA, CPF**

President

**Sutherland**  
&  
ASSOCIATES  
SHARP MINDS. SMART SOLUTIONS.



Certified™ Professional Facilitator  
promoting the power of facilitation worldwide

[www.sutherlandassociates.com](http://www.sutherlandassociates.com)

Dawn Sutherland is president of the firm **Sutherland & Associates Inc.** As an expert strategist, business coach and group process facilitator, she helps Business-to-Business and Business-to-Consumer organizations and teams be more effective and more strategic. Her primary services encompass consulting on business strategy and strategic thinking, as well as facilitating strategic planning and other planning processes (including healthcare advisory boards, change management, and benchmarking), problem solving (including process improvement and survey feedback), relationship building approaches (including customer service improvement, team start-up, new leader integration), creative brainstorming, and public and stakeholder consultations.

### A seasoned professional

Dawn has more than 25 years of experience in senior management and executive roles at several multi-national companies in strategic planning, marketing, product/brand management, communications and advertising. She is also a Certified Professional Facilitator. *Certified Professional Facilitator (CPF) is a designation granted by the International Association of Facilitators (IAF).*

### Experience in a broad range of industries and functional areas

She works with individuals at many levels of the organization (executive management to the front lines) and with many different divisions (Corporate Head Office, Research & Development, Marketing, Sales, Customer Service, Human Resources) at a global, national and local level. Dawn has experience in many industry sectors, including health sciences (medical technology, biotechnology, and pharmaceuticals), information technology, aviation, consumer packaged goods, quick service restaurants, government, professional services, academia (tertiary/post-secondary education), tourism, and advertising agency/integrated communications.

### Education and Book

Dawn holds a Bachelor of Journalism degree (High Honours) with a minor in psychology (Carleton University) and an MBA (McGill University and Institut Supérieur des Affaires-HEC, Paris, France). She is currently writing a business book which combines best practices in strategic thinking and planning, strategy models, and team-based problem-solving and decision-making.

### Our Clients



### Testimonials

"Having worked with Dawn on both Corporate and Brand strategy projects, I can confidently say that she is one of the best strategic minds in the business." **Jamie Condie**, President USA and Canada (ret.), Becton Dickinson, Franklin Lakes, NJ

"I have worked with many professional facilitators. Dawn without question is the best facilitator that I have ever hired to manage our strategic planning workshops." **Ron Reed**, Director Strategy (ret.), SITA, Atlanta, GA

"Dawn is the most effective and skilled facilitator with whom I've worked." **John Simmons**, Chief Executive Officer, AceAge, Toronto, ON

"Dawn is extremely skilled at facilitating multi-functional groups on highly technical and complex subject matters. She has effectively led multiple-day corporate retreats, successfully keeping the group energized, focused and on-task even when the issues evoked strong emotions and dissension." **Tobi Karchmer, MD, MS**, Chief Medical Officer, Baxter International, Baltimore, MD

