



A presentation about seeing and creating alternatives

Learn how leaders perceive things differently
Understand how vision creates momentum
Change your perspective on your own value

Your organization's future is in the imagination of its leaders. Not the ones at the top, but at every level. Are you engaged and empowered? Are you able to turn issues into opportunities? Can you create a compelling vision from uncertainty?

What happens to your organization when the economy rebounds? What happens if it doesn't rebound soon? After months of cutbacks, reductions and delays, is your organization capable of creating new options? Can you compete with other organizations that are already rethinking and redefining their strategies?

Effective leaders provide vision to capitalize on unique circumstances. They have the curiosity to ask "Why?" They articulate a vision and ask "Why not?" And they enable others to own and execute that vision.

Leaders define the invisible so others can make it real.

In this 45-minute presentation, Chas Martin explains why leadership is essential at all levels. He explains how a vision converts obstacles to opportunities. And, he offers his own vision to help organizations engage employees to function more creatively and effectively.

Chas Martin instigates change. By reframing questions, challenging assumptions, and opening doors to new ideas, he guides individuals and teams to envision innovative possibilities.



He has provided creative leadership for a wide range of organizations, including BetterManagement, SAS Institute, Sprint, U.S. Marine Corps Center for Business Excellence, Parker Brothers Games, and more. He has also assisted multiple startups in defining potential and recasting options.

His career path has taken him from marketing communications to interactive entertainment to online and classroom education. These paths converge to generate imaginative problem solving.

To schedule a presentation or discuss how to creatively engage your team, contact:

Chas Martin
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This presentation is for the next leaders who want a greater role in their organization's future and a fresh perspective on how to achieve it.

CHAS MARTIN **InnovativEye**.com

What If ?

A Leadership Visioning Workshop

What If ? – Leadership Visioning Workshop is a half-day exploration of alternative problem solving techniques. A series of exercises will guide you toward your own unique vision. You'll learn to side step your normal problem-solution thinking patterns to discover non-linear, illogical, unpredictable alternatives.

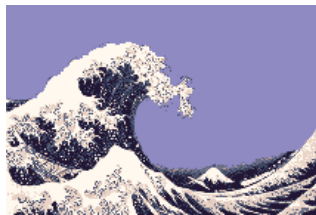
These are the breakthroughs that define your vision as an individual, provide you direction as a leader, and ignite the potential of your team.

Your organization may already have an overall vision. Your critical next step is to integrate your own personal vision into the larger one. When you connect your passion with the big picture, you will guide others from good results to great results.

This half-day workshop includes interactive exercises, worksheets and the essential "ah-ha!" experience. The techniques may be uncomfortable at first. After one or two experiences, the liberating "What If" perspective will become an essential element of how you reframe obstacles as opportunities.

Excerpts: **InnovativeEye.com**

Ideas are your bargaining chips for the future. They reveal options. Without them, you and your organization are handcuffed by the past and vulnerable to the possibilities defined by competitors.



Most analytical thinking, a function of logic and reason, can potentially be outsourced or automated with software. Creativity is the only real source of competitive advantage.

Innovation is a process of ignoring boundaries and moving beyond the obvious to bring focus to the unknown.

Innovation is not the domain of great thinkers, but of explorers and questioners who embrace the chaos of foreign information. True breakthroughs occur when people, cultures and information build new combinations never before considered in the same context.



From clients and colleagues

This guy lives outside the box! Chas is never satisfied with predictable answers. His solutions are expansive. He thinks way beyond the task at hand and engages everyone's imagination to go where NO ONE would have imagined possible. A simple conversation can result in a paradigm shift.

Carol Woolman
Customer Marketing Programs Manager
WebTrends, Inc.

Chas is an original thinker and a practical hands-on leader. He knows how to apply fresh business perspectives to solve thorny business challenges and he knows how to inspire the people around him to perform at their highest possible levels. He enjoys thinking outside the box and discovering innovative solutions for difficult problems.

Michael A. Barlow
Business Author, Managing Partner
Cumulus Partners

Chas Martin has been a key member of several teams I've been involved in because he keeps people from falling into stale thinking. He'll ask questions or make connections that, at first glance seem arbitrary, but almost always lead to new insights. Chas has an easy going inter-personal style. He can communicate clearly and effectively, but in a non-threatening, inclusive manner.

Dave Kresta
Former Director of Marketing
EthicsPoint

Chas possesses a desire to learn, willingness to challenge existing approaches, an eye for what could be rather than what currently exists. He is comfortable expressing ideas and thrives on the creative energies of others. I believe Chas is a great trainer who inspires creativity in his associates.

Michael Penwell
Project Manager / Title Engineer
SAS

Chas enjoys sharing and discussing his ideas with others. His artistic skills combined with an agile mind give him the ability not only to conceive new and unique approaches and interpretations, but to create successful implementations.

Shelly A. Stalaker
Writer/Editor
Mentor Graphics