



Seven Reasons to Hire Dr. Roger Firestien

1. You Want Return On Investment And Real Expertise, Not Unproven Theory And Short-Lived Motivation

Your investment in Roger will pay off immediately when you experience being **DELIBERATELY** creative so that you can turn on your creativity at will instead of waiting for ideas to happen. You will experience how to get everyone in your organization contributing ideas so that you can recession-proof and competition-proof your business.

Roger is not just a consultant and trainer. He is also an academic and holds the rank of Senior Faculty at the International Center for Studies in Creativity at SUNY Buffalo State where he has taught since 1984. Celebrating its 50th anniversary, the Center is the largest and longest established academic institution in the world dedicated to studying the science of creativity.

2. You Want Extreme Customization, Not Generic Content

Although Roger has delivered programs in creativity to over 600 organizations nationally and internationally ranging from major Fortune 500 corporations, government agencies, universities, associations and churches, no session is the same. Roger works with you before the program to make sure it is customized to meet your specific needs.

There is no cookie cutter. Because you are not a cookie.

3. You Want Substance, Style And Value Add, Not Just "Motivation"

Every program Roger delivers is high energy and based on solid research. You won't have to sort through a bunch of creativity techniques that are cute, but don't work in the real world. **Roger delivers the real deal.**

Roger's work creates tangible results. From helping General Motors save \$50,000 a week using a \$1.50 product they invented, to helping Western New York develop strategies that were incorporated into a plan that was awarded One Billion Dollars for economic development.

4. Roger Adds Value Like Crazy, And You Want More Of That... And Less One-Shot, Temporary Improvements

First, Roger will **work with you before the program** to help you isolate the specific challenges that are preventing your organization from moving forward. After learning creativity skills, you will apply your new knowledge to solving those problems. This is not just a motivational seminar.

You will learn proven creativity methods and get real work done at the same time.

Second, you will **leave the program with ideas that you can implement immediately**. Programs can be customized so that you receive a complete transcript of the ideas that are generated and the next steps to implement your ideas.

Third, Roger gives you a free set of handouts that you can reproduce for your participants - which will save you a lot of money. Many speakers charge \$15 to \$50 per person if they provide the handouts.

Fourth, you will receive free subscriptions to Roger's monthly blog, Innovation Espresso™ a concentrated dose of creativity tools, stories and inspiration to ignite innovation.

Fifth, for those individuals who want to facilitate the Creative Problem Solving process in their organization, Roger provides a free updated slide deck called "Mastering the Inside Moves of Creative Problem Solving." This is the same material that his graduate students at the International Center for Studies in Creativity use in their studies.

Sixth, you get free access to Roger's first book, *Why didn't I think of that? A personal and professional guide to better ideas*. (As a matter of fact, just go to his website and download a free copy now.)

5. You Want A Program That Works - And Lasts, Not Strategies That Don't Carry Over To Everyday Work

As a result of participating in Roger's *Innovation Work Sessions*, Clorox solved a 77-year-old problem in 15 minutes; Mead Paper developed a world-class line of products and saved \$500,000 a year; The Los Angeles Times set their vision for the future.

The creativity methods that you learn in Roger's programs don't just stay at work, past participants use them in ALL aspects of their lives.

6. You Want The Leading Expert In The Field Of Creativity And Innovation, Not A "Speaker" Who Has Read A Few Books On The Subject

Roger and his colleagues have invented many of the creativity techniques in use world-wide today.

In 1981, his work created a breakthrough that radically changed how the Creative Problem Solving process is taught and delivered today.

Roger has trained many of the practicing creativity professionals in the world today. As a result, **you have access to a team of creativity professionals that are experts in Creative Problem Solving** and successful in their fields of business, education, arts or government.

Roger is the author and co-author of five books, published in 5 languages, including *Leading on the Creative Edge* and *Why didn't I think of that?* His expert views on creativity have been reported in *Fast Company* and *The New York Times*.

He has more than 80 articles published in the professional and popular press. Google Scholar cites Roger's work over 100 times.

Roger's research and practice **continues to create cutting edged techniques in the innovation field.**

7. You Want Someone With Real Experience Cultivating Creativity, Not Someone Who Has Never Done This Before

Roger has trained more people to lead the creative process than anyone else in the world.

Book Roger To Turn Your People Into Masterful Innovators and Develop A MOUNTAIN of Ideas To Make Your Business The Industry Leader!