



idea Center

refresh. refocus. grow.

Idea Center® is a service of Intellitrends® LLC, a global Market Intelligence company based in Michigan. We believe that in this new economy the rules have drastically changed in just a few short years. Traditional methods of operating are obsolete. It is an economy where there are no time-outs and no commercial breaks. In fact, *change itself is changing* in this new economy as it increases in speed, complexity and global reach. As a result, most organizations are spending the majority of their most productive resources engaged in “reactionary” strategies leaving little time to focus on strategic direction including new product development, new markets, new customers, new marketing mediums...all critical components of long-term business growth.



Our vision for the **Idea Center** is to provide a much needed off-site environment, without distractions or interruptions where organizations can refresh and refocus their growth - how and where to evolve, change, improve and enhance to meet emerging opportunities. In addition to our proprietary Visioning Session Program, the Idea Center also provides the right environment to:



Focus Your Business Approach and Strategy

- Global Video and Teleconferencing
- Think-Tank Sessions
- Executive Management Retreats
- Prospect Presentations
- Branding Sessions
- Off-site Interviewing



Identify Your Market Opportunities

- Market Research Services
- Product Testing
- Focus Groups
- One on One Interviews
- Web-site user simulations



Sharpen Your Skills

- New Business Presentation Evaluations
- Sales Training
- Corporate Training
- Small Group Seminars
- Sales Communication Evaluations

Our facility has been designed with the utmost in taste, a place of comfort in a serene wooded setting, providing quality facilities for maximum productivity:

- ☑ Conveniently located at I-75/Clarkston exit
- ☑ Large well appointed conference room (20'x'24) comfortably seating 16 -20
- ☑ A wooded setting to allow a relaxed atmosphere while conducting professional business
- ☑ Flexible seating arrangements for customized meetings, seminars, training, strategy sessions, negotiation (17' mahogany conference table or classroom style modular)
- ☑ Wireless video equipment, whiteboards, flat screen monitors
- ☑ Wireless Internet connectivity
- ☑ Kitchen for catering and meals

OTHER SERVICES AVAILABLE

- ☑ Audio/Video taping
- ☑ Steno services for recording minutes or building agendas
- ☑ Foreign language translation
- ☑ Meeting Facilitation/Group Moderation

idea Center

refresh. refocus. grow.

How do you use your data? The *itKnowledge Active*™ process shows how your business data can be best applied for immediate and long-term effectiveness!

- Clarify your strategic vision
- Explore new market opportunities
- Reorganize and leverage your resources
- Prioritize your needs and requirements
- Identify ownership and key actions steps

itKnowledge Active™ puts your data to work for you!

Our on-site facilitation takes the research from data and implications to real world application. Through the *Intellitrends*' *itKnowledge Active*™ process, we:

- ✦ Facilitate a positive and fun environment for vertical or cross-functional employee groups
- ✦ Review market data (i.e., company data, research data, input from key management)
- ✦ Synthesize and prioritize issues for growth
- ✦ Explore solutions and required resources
- ✦ Identify internal champions for positive change in your organization
- ✦ Establish targeted goals, tasks and timelines

itKnowledge Active™ Outcomes:

