



Learning Worlds is an innovation and communications firm that helps clients develop and share their new concepts, processes, initiatives, and products. By combining innovative problem solving with collaborative communications, we help our clients overcome traditional business barriers. Ideas stop getting clogged in the pipeline and start becoming practical, actionable projects that add value.

OUR CLIENTS

- Approva
- Bristlecone
- CapGemini
- CAST
- Church & Dwight
- Commerce Bank
- Epson
- Evalubase
- IBM
- Kaplan
- Kepner Tregoe
- LexisNexis
- Lucent
- Lumigent
- Merrill Lynch
- Microsoft
- Motive Interactive
- Nortel
- NTT
- NYSE
- SAP
- SciInspire
- Sun
- Xerox

WHAT WE DO

- Maintain core business objectives between diverse stakeholders with divergent agendas
- Work with multidisciplinary teams integrating widely varying skills and points of view
- Promote the exploration and development of new and untested ideas
- Create customer-centric communications that establish brand presence
- Build a unified vision with a unified story
- Provide iterative, scalable options that generate useful deliverables at every milestone

HOW WE DO IT

INNOVATE

- **Idea Generation:** Rigorous exploration of all possibilities within a given idea space
- **Analysis/Evaluation:** Better decisions quicker with internal / external alignment
- **Strategy/Positioning:** The systematic pursuit of successful differentiation
- **Process Development:** Improvement and innovation in the process of innovation

COMMUNICATE

- **Road Mapping:** Construction of tactical steps to reach business goals
- **Narrative Development:** Shaping a unified story to facilitate communication
- **Visualization:** Design to clarify and enhance concepts for a unified vision
- **Applied Social Networking:** Engagement of internal and external communities

WHO WE ARE

Creativity is a powerful business tool at Learning Worlds.

Learning Worlds springs from the intersection of art, technology, and business. In 1990, Yale School of Drama graduates John Reaves and Liz Dreyer began their collaboration by founding a non-profit arts and technology R&D performance lab. Their work on the integration of emerging media and long-distance collaboration attracted the interest of global technology companies including IBM, Lucent, and NTT.

In 1998, John and Liz created Learning Worlds to focus on developing initiatives and communication strategies for these and other high-tech organizations. The company's structure continues to follow a theatrical paradigm that embraces collaboration and breakthrough thinking. To that end, Learning Worlds has built a diverse staff that includes business strategists, educators, developers, artists, and theater and film professionals. With a talent for technical and artistic innovation and hands-on knowledge of new technologies, Learning Worlds provides creative and strategic client solutions.

CONTACT US

Learning Worlds
15 West 26th Street, 2nd Floor
New York, NY 10010
212.725.0436

Liz Dreyer
liz.dreyer@learningworlds.com





Innovate and Communicate: Learning Worlds Modular Workshops

We've wrapped up our experience and methodologies into a series of quick, modular workshop sessions designed to improve your innovation and communication processes. Each session is about 1.5 hours, and up to four sessions can fit into a one-day, on-site program, supplemented with pre- and post-session work. We design programs to fit your urgent needs, address specific challenges, generate actionable ideas, and create output deliverables that move your team forward. It's a convenient, affordable package that provides a good introduction to our long-term services.

INNOVATE

- **Idea Spaces:**
Sure you've got good ideas, but why move from ideation into development until you're absolutely sure you've found the best idea out of the seemingly infinite set of possibilities? LW's *Idea Space* approach explores your challenge area rigorously and comprehensively, starting from multiple outside perspectives and tunneling through mental barriers and assumptions, increasing the probability that you'll find that game-changing "blue ocean" concept.
- **Outsider Minds:**
Of course, your people are trained, experienced, and know your product areas intimately, but that expertise can make it harder to welcome truly new concepts. *Outsider Minds* helps you develop practices that consistently use fresh external perspectives (outside your organization and even outside your industry or customer community) in creating and validating new concepts.
- **An Ecology of Ideas:**
Where do ideas come from in your organization? Do the good ones take root and grow, or get crowded out by competing priorities? Even if you have a formal idea management system, are there environmental (historical or cultural) issues that constrain its effectiveness? *An Ecology of Ideas* helps you analyze the current environment for innovation in your organization, and make changes to increase your chances of success.
- **Fractal Innovation (Beyond the Spiral Model):**
Most organizations are comfortable with linear (waterfall) processes. They work well with existing programs and products, but they're a disaster when applied to the development of really new products and solutions. *Fractal Innovation* builds in idea- and component-testing early in the process, to ensure that the resulting product is customer-friendly, and encourages the pursuit of multiple new product directions, increasing the chances that the idea you bring to market is truly innovative.

COMMUNICATE

- **Road Mapping:**
Once you know what to say, how do you make sure that your audience will listen? Having a well-crafted message is only the first step. Learning Worlds can help you plan the logistics and choose tactics for launching your initiative and reaching your audience. After a *Road Mapping* session, you will come away with communication goals and action items for your group.
- **Greenlight Storytelling:**
Have you ever seen a great idea die on the vine because there was no one there to take care of it? Learn to be a champion for the best ideas. Turn abstract concepts into stories anyone can relate to, and increase your chances of getting the "green light" to go ahead. Develop a narrative around your idea with LW and *Greenlight Storytelling*. Create your own story for distribution, with sketches, a relatable plot, or character.
- **Seeing Is Believing:**
"I see" can mean both "I agree" and "I understand." But too often, people's deep need to visualize a concept is given short shrift. LW can help you draw out nuances of meaning, using on-the-fly sketches, found images, and discussion-provoking questions. Unlock hidden preconceived notions, reactions and underlying values, and discover a process that will help you find the right picture to tell your thousand words in a glance.
- **Applied Social Networking:**
How do you maintain that "water-cooler" community when so many of your people are located so far away? Web 2.0 solutions are tempting, and the promise of happy, long-distance working relationships is great. But when should you use a social network, and when should you insist on face time? *Applied Social Networking* with LW can help you assess your needs and choose solutions that you and your people can use and maintain. Also included are tips and tricks to effective brainstorming and collaboration on the phone or on-line.

