



This is the true story of how to more effectively elicit creative thinking.

Most organizations expect to develop new ideas through brainstorming. But brainstorming often generates “group think”, with perhaps the best idea in the room never expressed by the introvert. Other organizations turn to multiple small-group deliberations to gather input. If the goal is consensus, that’s a great process to yield identical feedback. Unfortunately, the input isn’t very deep.

By contrast, the CVC Creative Café© enables productive thinking by providing a climate in which participants focus on topics developed through disarming interviews© and then build on the ideas of predecessor groups. It involves everyone, even the introvert. The beauty of the Creative Café© is that participants are learning the process while working on a business-specific challenge or opportunity, making the learning real and the outcomes actionable. This enables your organization to repeat it with every generation of leaders and in future situations needing creative leadership and critical thinking. That’s why BAE Systems had us train and facilitate Creative Café’s with their Senior Leaders and Key Customers on 2 continents. It’s also how we designed new exhibitory for a hospital, with key constituent input; and how we helped a national organization grow membership, with advice from those who previously chose not to participate.

Here's What We Like

Electrification features that address anti-idling ordinances.

Euro 6 has a negative impact on fuel economy and will drive demand for hybrids.

Carbon regulations go into effect for buildings in April, with vehicles to follow...further driving demand for hybrids.

BAE Systems' focus on ROI. Green is a discriminator and a supporting market force, but it will not sell the product alone.

Options to buy or lease batteries.

Here's What Could Be Better

Putting the emphasis in proper perspective regarding fuel savings and emission reduction

A belief that government subsidies will play a long-term role in hybrid sales

A larger demonstration vehicle program

Vocational-specific specs, designs and approaches

Recommendations

Don't primarily promote hybrid as a pollutant emissions solution; emphasize other benefits too.

Reliance on government subsidies should only be for the short term.

Be prepared for demos for most customers .

Create unique vocational plans .