Why Brainstorming Doesn’t Work, But Strategic IDEATION Does!

Presented by Bryan W. Mattimore

Tuesday, Feb. 7, 2017                Wednesday, Feb. 8, 2017
Traditions at Oak Lane                                       Bigelow Tea
1027 Racebrook Rd.                                201 Black Rock Tpke.
Woodbridge, CT                                             Fairfield, CT
5:30 p.m. - 9:00 p.m.                       8:00 a.m. - 10:30 a.m.

Conscious Capitalism and Sustainability:
Working Together for Your Business

Tuesday, March 7, 2017                        Wednesday, March 8, 2017
Traditions at Oak Lane                                       Bigelow Tea
1027 Racebrook Rd.                                201 Black Rock Tpke.
Woodbridge, CT                                             Fairfield, CT
5:30 p.m. - 9:00 p.m.                          8:00 a.m. - 10:30 a.m.

YES, I CAN…YES, WE CAN

Presented by Bob Hodge and his family

Tuesday, April 25, 5:30 - 9:00 p.m.

Traditions at Oak Lane
1027 Racebrook Rd.
Woodbridge, CT

How to Build a High-Performance Team and Organization

Presented by Howard Guttman

Tuesday, May 23, 2017                             Wednesday, May 24, 2017
Traditions at Oak Lane                                           Bigelow Tea
1027 Racebrook Rd.                                    201 Black Rock Tpke.
Woodbridge, CT                                                  Fairfield, CT
5:30 p.m. - 9:00 p.m.                                     8:00 a.m. - 10:30 a.m.

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WIGGIN AND DANA

Please visit us at www.newhaven.edu/cfb to register or get more information about our events, or learn more about CFB.

Register by phone at 203-931-6031

Directions to conference venues are available on the web.
Brainstorming was invented in the late 1930’s. Three-time author and innovation guru Bryan Mattimore has spent his entire business career inventing and applying new creative thinking techniques to solving some of the toughest business challenges imaginable for companies large and small.

Incorporating lessons learned from designing and facilitating over 1000 ideation sessions, in a fun, interactive and “minds-on” workshop, Bryan will share how to:

* Select “high-probability-of-success” ideation techniques for specific creative challenges.
* Develop ideational stimuli/“thought triggers” to elicit non-obvious - but strategically-viable ideas.

When you leave this session, you will:

* Understand the theory and practice of strategically-focused ideation.
* Know a framework for idea-generation processes that can ensure a continuous stream of new growth initiatives for your organization.
* Have a tool-kit of state-of-the-art ideation tools you and your team can use immediately to start generating break-through ideas.

**Conscious Capitalism and Sustainability: Working Together for Your Business**

Heather Burns, Founder & CEO of CT Sustainable Business Council and
Larry L. Bingaman, President & CEO of Regional Water Authority and founding member for CT’s developing Conscious Capitalism Chapter

**Tuesday, March 7, 5:30 - 9:00 p.m.**

Conscious Capitalism: a business mindset that emphasizing a Higher Purpose, Conscious Leadership, Conscious Culture and a focus on all Stakeholders.

Sustainable Business: one that captures the Triple Bottom Line, benefiting People, Planet and Profits.

A growing number of businesses are using these principles to engage and retain top talent, strengthen their brand, and create a competitive advantage.

Come and learn how you can open new possibilities within your business using conscious capitalism and sustainable business practices.

Local business leaders, who will share hands-on experience you can apply to your company, will join Heather and Larry during their presentation.

We will challenge your thinking through a hands-on workshop aimed at helping you make values-driven choices by embracing a higher purpose.

Join us and learn how to elevate your mission, serve the broader community, grow and become more profitable!

**YES, I CAN...YES, WE CAN**

Presented by Bob Hodge and his family


Things are going well. His daughters get interested in horses. Tough to keep horses in Wallingford, CT, so let’s move to New Hampshire and buy an old farm. Continue with the financial advising and CPA work in this new location.

The girls get their horses. Also some calves. And, in what the family refers to as “a 4H project gone haywire”, the Hodge family find themselves in the dairy business, with about 160 cows.

Does it stop there? No. From dairy farming it progresses to manufacturing, marketing, sales and distribution. The product: some of the best puddings you ever tasted.

But there is yet another element that makes the Hodge family odyssey even more remarkable. Join us on April 25 for the rest of the story…

**How to Build a High-Performance Team and Organization**

Presented by Howard Guttman

Internationally Known Management Consultant

Tuesday, May 23, 5:30 - 9:00 p.m.

Wednesday, May 24, 8:00 - 10:30 a.m.

This conference will offer practical insights on how you can transform your leadership team and organization into a high-performance powerhouse. You’ll get a rare look at how leaders in companies, ranging from large organizations to smaller, family-owned businesses, have dealt successfully with a range of tough issues, including conflict management, accountability, shared versus unilateral decision making, and raising performance levels.

You’ll be introduced to new approaches that will challenge your thinking about how to lead effectively; break through silo, “me-me” thinking; influence rather than dictate outcomes; and cut thorough decision-making bottlenecks.

You’ll come away with practical tips for what you can do “now” to redefine your own leadership and build a team of winners in a fiercely competitive organization.

This will be a highly interactive conference including opportunities for “hands-on” practice.