

Need

**NEW**  
**Fresh**  
**Innovative**

*thinking on a current challenge?*

Partner with local students as a “client” for the:

## 14<sup>th</sup> Annual **Creative Leadership Conference for Teens**

A Youth & Business Creative Problem Solving Collaboration



### Opportunity:

Have a team of freshly trained high school students' help you creative problem-solve **a real challenge** from your organization. Reap the benefits of their unique perspectives and new skills as you work together to gain: ♦ A fresh understanding of your challenge, ♦ New & useful concepts and solutions, ♦ A “next steps” action plan.

**A True Win Win!**

*"I participated not expecting much in return but was enlightened by the value I gained for my organization." Jay, Client 2011*

### Is this opportunity right for you and your organization?

- Does your organization have a challenge that could benefit from new thinking and creativity?
- Is the challenge open-ended and mostly non-technical?
- Are you willing to share information related to the challenge?
- Is someone from your organization able to participate on **November 20<sup>th</sup>**:

**St John Fisher College**

#### Types of challenges that may benefit from an innovative thinking session:

- Challenges that don't seem to go away
- Marketing challenges
- Product development challenges
- Consumer challenges
- New opportunities
- Employee challenges

**"With time being equal, my student run session was more productive than most of the meetings I attend."**  
*Past Clients*

### How do you get involved or learn more?

Contact Cory Wright at (585)259-4863 or email at [cory\\_wright@boces.monroe.edu](mailto:cory_wright@boces.monroe.edu)

Real  
World

# CREATIVE Leadership Conference

When: November 18, 19, 20  
Monday - Wednesday  
(Full School Days)

Where: St. John Fisher College  
Golisano Gateway Building

A special program sponsored by:  
Monroe ONE BOCES and Ralph C. Wilson, Jr. School of Education

"Attending this conference was one of the best decisions I've ever made." - Drew



## What:

A one of a kind conference experience working with REAL world clients, solving REAL world challenges, utilizing proven creative leadership practices.

Open to students  
with teacher approval



## YOU will:

Learn a mindset, toolset and skill set necessary to inspire creativity and drive positive change.  
Use your new skills and leadership capacity as your team leads a real client to new insights and solutions for a real challenge, on the final day.

You lead

## WHY:

- Real Clients: *"The students and their ability to work our challenge was outstanding."* Worldwide Product Manager, KODAK
- Resume and skill building experience  
*"Fantastic marketability and resume builder for sure. I recommend it to any student looking to truly impress a future employer or university."* - Adam Gala, 2007

The same *Creative Leadership* skill sets delivered to: Pepsi, US Air Force, IRS, NASA, Disney, Ford, ESPN and many others

Authentic Experiences +  
Professional Environment +  
Real Clients, Real Challenges +  
21<sup>st</sup> Century Skills =

One of the TOP learning  
experiences of high school  
according to 98% of past  
participants.

## Past CLIENTS:

XEROX  
United Way  
Darren Lake  
KODAK  
SENECA ZOO  
City of Rochester  
EXCELLUS  
PAETEC  
SWAIN  
CHANNEL 13  
WEGMANS  
SCOTT MILLER SALON  
Lovin Cup  
+

## Student Learning Goals:

### Emerging Creative Leaders will grow their ability to:

- Collaborate with others while problem solving
- Apply a framework and tools for developing creative solutions
- Demonstrate the use of tools to expand and focus thinking
- Demonstrate the ability to lead a team in search of new solutions
- Use strategies for enhanced decision-making
- Spot valuable opportunities and clarify challenges effectively
- Evaluate and strengthen ideas into potential solutions
- Design creative and robust actions plans
- Think, act and enable others with a creative spirit to drive positive change**

14 years  
**INSPIRING**  
student  
leaders!

November 18, 19, 20 (Clients arrive FINAL day)

For more information contact: Cory Wright (585) 259-4863 or email: [cory\\_wright@boces.monroe.edu](mailto:cory_wright@boces.monroe.edu)