Collaborative Labs
at St. Petersburg College
Accelerate business results
Welcome & Client Testimonial

Joey Henderson
Agenda

- Collaborative Labs’ Process
- Collaborative Labs’ Story
- Collaborative “Immersion”
Our Process

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Accelerate business results
What if...
Solve Your Biggest Problems
Realize Your Greatest Opportunities
Gather Diverse Stakeholders..with different agendas
Blueprint in a few hours
Reach Consensus

...Shared Vision for the Future
Accountability to get it done
Strength-Based Not Confrontational
Collaborative & Engaging vs. Painful & Difficult
Fully Documented
...Next Day Implementation
See the Future State

...in a dynamic Vision Mural
One-of-a-Kind Innovation Lab
or
...Mobile Lab
or
...Virtual Lab
Group-size from 5 - 1000+
Organizational, Regional, State, National, International
Any Focus Area: Education, Community Dev., Economy, Transportation, Healthcare, ...to name a few.
Would You Be Interested?
Our Story
Collaborative Labs at St. Petersburg College
Accelerate business results
Launched in 2005

- 35,000 Stakeholders
- 1,000+ Engagements
- 95% Repeat/Referral Client Engagements
- Trusted Strategic Partner
Clients Served

- Regional/Statewide/International Initiatives
- Governmental
- Private Companies
- Non-Profits
- Educational
Client Examples

- FCF - Future of FL Forum: Trade & Logistics
- DEO – Florida’s 5-Year Strategic Plan
- Okaloosa County – Six Pillars Strategic Planning
- DOE – Blue Ribbon Task Force
Collaborative Immersion
What we focus on becomes our reality.

**Strength-Based** vs. **Weaknesses/Deficit-Based**
Appreciative Inquiry

4-D Model

**Discovery**
The best of what is

**Dream**
Envision the Ideal

**Design**
How can we get there?

**Destiny**
Implementation
“Just do it”
Immersion Activity Objective

- Prioritize our 2015 **BIG IDEAS** for Florida to be recognized as the “National Model for Community Development” achieved by great marketing & community relations!

**Definition**

- **Visionary BIG IDEAS**: Aspirational descriptions of what we want to achieve by 2015.
Immersion Activity Objective Definition

Community Development:
See Handout for description!
Collaborative Process

- Breakout Teams
- Appoint a Scribe
- and a Spokesperson

♫♩♩♩ = Time for Team Reports
Instructions

- Brainstorm **BIG IDEAS** for 15-Minutes
- **Star** your Team’s **#1 BIG IDEA**
- Be sure it includes an innovative Marketing/Community Relations aspect.
- Bring your Team’s easel board to the **front of the Room**
- After **Team Reports** – we will poll the full group to prioritize our **Top 3 BIG IDEAS**
THANK YOU!

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