



July 18, 2013

Collaborative Labs

at St. Petersburg College

Accelerate business results

Welcome & Client Testimonial

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Agenda

- Collaborative Labs' **Process**
- Collaborative Labs' **Story**
- Collaborative **"Immersion"**

Our Process

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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*



EMERGING MARKETS

AFRICESPACE
INITIALIZATION

AGRICULTURE

TOURISM

GLOBAL
CONNECTION
BRIDGE

BUSINESS

EDUCATION
CONNECTION

PARTNERSHIPS

EDUCATION

LEADER IN
EDUCATION



EFFICIENT
TRANSPORTATION

LEADING NATION
S.I.E.M.
GRADUATES

TOP SERVICES

EDUCATION
High
Quality
with
Performance

INNOVATION
Economic
Development
Support
Government
Growth

INFRASTRUCTURE
Transportation
Sustainable
Growth
of Global
Communities

INnovation
Innovation
Growth

FLORIDA AS
MEGA-REGION

WELCOME TO
FLORIDA
AMERICA'S
GATEWAY



OVERSEAS CITY

LIVE

WORK

PLAY



*One-of-a-Kind
Innovation Lab*

or

...Mobile Lab

or

...Virtual Lab



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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

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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



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**

*Team Reports **BIG IDEAS***



THANK YOU!

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