

## Entrepreneurship & Innovation Training

We equip & inspire executives, managers, leaders & multi-functional teams with the entrepreneurial skills, mindsets & knowledge to drive innovation across the organization.

Successful entrepreneurs blend the art and creativity needed to dream up new businesses with the discipline it takes to build a business.

Our experiential, engaging and practical workshops build knowledge, develop skills and inspire action by bringing these entrepreneurial approaches to life.

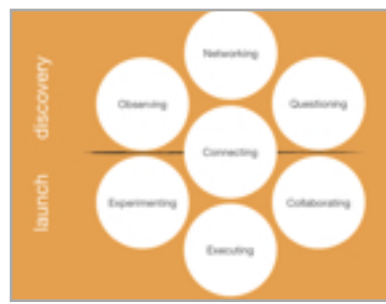
# Entrepreneurship & Innovation Training

Engaging. Experiential. Practical.

Foundational training modules delivered via 4-hour workshops:



The 5 Mindsets of Inside Entrepreneurs



The 7 Skills of Inside Entrepreneurs



Smart & Scrappy Learning Plan Development



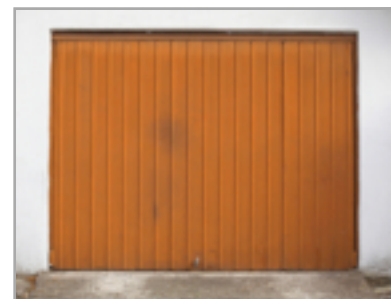
Observational Research to Inspire Insight



Innovation Strategy Fundamentals



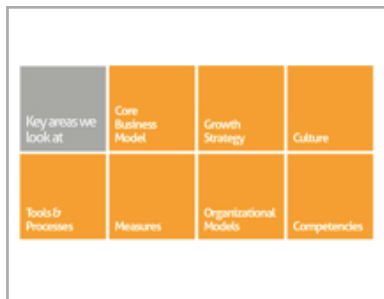
Associative Thinking to Fuel Innovation



Garage Structures to Build New Ideas & Businesses



A Primer on Business Model Innovation



A Primer for Innovation

“ Innovation is a top priority for Nationwide Insurance. In seeking to infuse innovative thinking into our culture, we turned to The Garage Group to train 200+ Marketing Associates on the ‘7 Skills of Inside Entrepreneurs.’ Our associates found The Garage Group’s training to be relevant and applicable to their day-to-day work and are excited to put the skills into action! ”



- Jeff Ruetty  
Brand Management  
Nationwide Insurance



# Entrepreneurship & Innovation Training

## 1 & 2 Day Comprehensive Learning Programs

Our comprehensive learning programs combine relevant modules across 1 or 2 days to develop a holistic bundle of knowledge and skills against key innovation capability and process focus areas:



### Entrepreneurial Leadership Development

This 2 day program is a comprehensive approach to inspire and enable individuals to become more entrepreneurial leaders -- whatever their role or level. Ideal for leadership teams or newly promoted leaders.



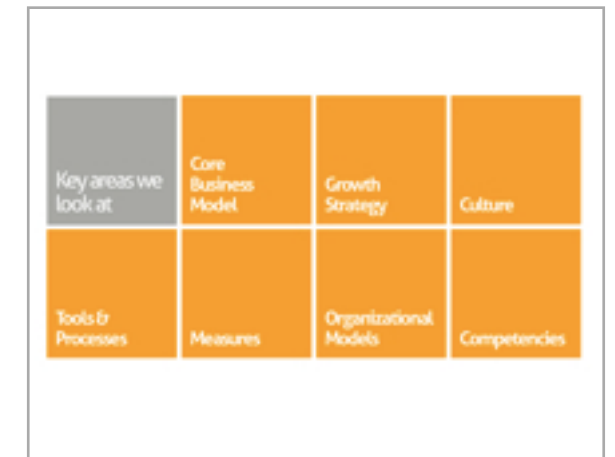
### Customer-Driven Idea Development

This 2 day program is designed to catalyze a customer-driven approach to idea development at the front end of Innovation for teams that are ready to begin an Innovation program or wish to re-energize their program with a new entrepreneurial toolbox.



### Driving and Enabling Business Model Innovation

This 1 day program equips an organization to drive Business Model Innovation to drive sustainable growth, especially in rapidly changing industries or industries that have been slow to change in the past.



### Building an Innovation Ecosystem

This 2 day program enables teams to understand and begin to develop each of the seven key elements of an Entrepreneurial Innovation Program.

**Engaging. Experiential. Practical.**



# Entrepreneurship & Innovation Training

1,000+ Participants

## Why organizations choose our training workshops:

### ■ Fresh & Inspired

Our strong connections to and involvement with the Startup community and forward thinking established organizations ensures that our content is up-to-the-minute fresh and informed by a breadth of inspiration.

### ■ Research and Experience

Entrepreneurship and Innovation is our business, and has long been our passion and expertise. Our network of thought leadership partners, connection to leading researchers and authors and ever-expanding toolbox of experience brings practicality, relevance and action-ability to our training modules and programs.

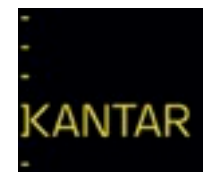
### ■ Actionability

We believe in the value of understanding theory, seeing it in action via case studies and examples and then driving practical application. Each of our workshops delivers this holistic, actionable approach.

### ■ Engaging and Participatory

Our training is anything but boring. We drive engagement through relevant examples, exercises, tools and experiences that enable participants to internalize and then implement learning.

We've trained over 1,000 executives, managers, leaders & multi-functional participants across the following organizations:



# Instigators



Prior to Co-founding The Garage Group, Ann's 17-year career consistently delivered strategic thought leadership, a consistent focus on people development and business results to multiple work groups and organizations. During her tenure at P&G, Ann worked across multiple business units, led significant training and capability building efforts within the Consumer and Market Knowledge function, including the development and launch of the Integrated Business Optimization group; and led multiple efforts to innovate P&G's relationships with key vendors. After leaving P&G in 2006, Ann spent four years at Seek, where she drove diversification of their client base as well as their mix of offerings and innovated the overall organizational model. Ann is active in several local entrepreneurial groups, including her role as the President of Square1, a non-profit program to help aspiring entrepreneurs navigate the world of accelerators, incubators and investors. She guest lectures at several University MBA programs and teaches at various incubator and accelerator programs.

## **Ann Lauer, Cofounder**

ann@thegaragegroup.com

513.659.9433



Jason's expertise comes from consistently building and growing profitable businesses that transform people and organizations. Before Co-founding The Garage Group, he created models to enable Innovation as a capability and led the business model creation and expansion of a new business unit in a well-established Insights firm. The new business unit delivered significant value to clients by bringing learning to life in highly engaging ways and led to new revenue streams for the firm. Prior to that, Jason held a strategic IT leadership role at a large Non-Profit, where he led integration of Innovative IT approaches to progress the organization's goals. Jason holds an MBA from Xavier University. He is active as a member of the Marketing Advisory Board at Xavier, and guest lectures on the topics of Innovation and Entrepreneurship in several MBA programs. He teaches at various local Incubator and Accelerator programs across Greater Cincinnati, and serves on the Advisory Board of Dooley Media, a Social Media Marketing Agency.

## **Jason Hauer, Cofounder**

jason@thegaragegroup.com

513.368.3073



# The Garage Group

A new kind of strategy firm building entrepreneurial processes and capabilities for innovation.

## Scrappy Approaches to Creating Insights + Analog Inspired Ideas + Holistic Business Models + Innovation & Entrepreneurship Training

We work with teams to crystallize their innovation strategy, uncover insights and convert them, along with trends and cross-industry analogs, to generate ideas. We facilitate turning ideas into holistic business model prototypes that can be piloted and scaled. In addition, we create and lead training programs and modules on the skills and behaviors that ensure innovation can happen sustainably throughout an organization.

Across everything we do, we leverage principles and practices from the world's most innovative companies and successful entrepreneurs -- we combine focus, planning and measurement with relentless customer focus, smart risk taking and experimentation.

### Challenges we help our clients with:

How can my team more deeply understand our target consumers without spending a lot of money?

How can we develop the front-end of our innovation process so we're coming up with more disruptive ideas on a sustained basis?

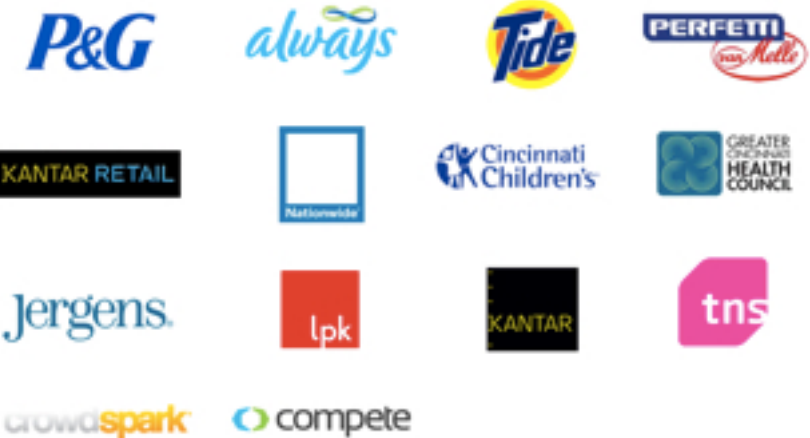
How can we create an innovation strategy that keeps us stretched but focused?

We have plenty of ideas. How can we turn them into truly holistic propositions?

How can I fill up a pipeline of consumer-relevant big ideas? Oh, and by the way, can you teach my team to think more entrepreneurially in the process?

Can you teach my team to be more entrepreneurial, even in our well established company?

### Clients we've worked with:



### Connect with us:



**Ann Lauer, Cofounder**  
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entrepreneurship isn't just for startups

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