

JOHN HAYNES
WELLS FARGO CASE STUDY

ENTERTAIN | EDUCATE | INSPIRE

John Haynes
Brave New Workshop Facilitator
Creativity – Innovation - Diversity Initiatives

**WELLS
FARGO**

John Haynes is a frequent collaborator in my organization to help us build a more creative and innovative environment, and work through strategies and challenges on fostering diversity initiatives. He is a pleasure to work with and very reliable to help us achieve our objectives. His 'people sense' is consistently on the mark. It is a great aid to our strategy sessions that Haynes can keep even the most intensely divergent set of voices on track. I have come to appreciate, and indeed try to emulate, Haynes' Ph.D. level listening skills. It is clearly so important in fostering teamwork – making sure each voice is heard and *drawn out* from those among us who are perhaps not always so vocal. As Haynes wisely instructs – and I believe this is a practice at BNW - not all have the same style they bring to the collaborative process.

Our organization has benefited greatly from John's ability to instruct and help us apply the principles of "8 Secrets to World Class Idea Generation" espoused by the Brave New Workshop¹. I will continue to bring John Haynes in for both speaking and strategy sessions. The positive work space and genuine creativity he fosters is extremely valuable. In an increasingly competitive and shrinking world, we aim to satisfy the emerging demands by making our team the most confidently creative it can be. I have directly changed my own habits as a result of John's instruction. I think what BNW is doing in so many areas is right on point. When we bring Haynes in to help us with corporate social responsibility dialogue and objectives, he knows precisely where we are going and why this is near and dear. The value of this fact is almost immeasurable. As I say, a great partner.

*Lori Crever, Communications Manager
Wells Fargo International Financial Services*

¹ Innovation at the Speed of Laughter: 8 Secrets to World Class Idea Generation by John Sweeney and the Brave New Workshop