

JOHN SWEENEY SELECT CLIENT CASE STUDIES

How have these companies worked with John Sweeney and the Brave New Workshop (BNW)?

ENTERTAIN | EDUCATE | INSPIRE

MICROSOFT www.microsoft.com

One of the defining moments for John's speaking and training career was being selected to participate in the Microsoft's Visiting Author Series. The prestigious series was started in Microsoft Research in the mid 90's. The goal of the Speaker Series is to promote innovative thought and work. The series provides Microsoft employees with a place to think creatively about their work and to discuss new and challenging ideas about technology, education and social issues. John Sweeney's presentation set a new benchmark for employee participation in the program. A record number of Microsoft employees across the world viewed John's presentation online via internal closed circuit streaming video. The tremendous interest and response to John's 90-minute presentation led to numerous additional opportunities such as an innovation session with the Consumer Prototyping & Strategy team working on the eHome or "Home of the Future," a keynote presentation at a high-level Executive Partner retreat and a presentation on the 8 Secrets and the BNW Funnel Process to a group of designers on the Office Suite design team.

In April 2006, John was once again thrilled to facilitate a brainstorming session with some of the best and brightest minds in the world of technology on the Microsoft campus in Redmond. As John created an environment devoid of status and open to all ideas, employees generated hundreds of ideas - some of which we were executed in the following months. John's work with the company continues.

"I have worked one on one with both Stephen Covey and Tom Peters and I find John Sweeney's ideas to be as valuable. His message and methods are fantastic!"

Phil Fawcett, Microsoft Research Program Manager
Microsoft employee since 1985

"I want to thank you for helping make our design workshop a success. Your presentation on Wednesday brought a high level of energy to our offsite that kept people energized throughout the workshop, and helped lay the foundation for a culture change within our organization. Your recap on Thursday was exactly what we needed and your performance was extremely funny."

Kevin Honeyman
Design Manager

"It is clear that the attendees found enormous value in the presentation that you made. Thank you for your ideas and the ideas you stimulated! There really was magic in the air."

Alayne Reesberg
Director, Executive Program Development

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TARGET CORPORATION www.target.com

We consider Target to be one of our premiere hometown clients and our work with this retail giant continues to grow.

Target's fine employees were first exposed to John's 8 Secrets at the Annual Target Finance meeting held at the Minneapolis Convention Center in November 2004. The 1000+ attendees embraced the improvisational point of view with a huge "Yes And!" At one point in John's presentation, one of the on-stage exercise participants when asked to complete the sentence "I love Target because..." The participant simply pointed at Sweeney and completed the sentence with "because they hired this guy." The speech ended with a standing ovation. Since then, John has had equally successful presentations with The Marketing Department, Merchandising, Hard Lines, Clothing Designers and Technological services. He has inspired all of these groups to use the 8 Secrets to fuel their innovation and continue to make Target the "best company ever!"

"We did a survey for the event, and John was given PERFECT marks!"

Janet Garnaas
Corporate Meeting Planning

YAHOO! www.yahoo.com

John was invited to be the keynote speaker and brainstorm facilitator at Yahoo's Executive Summit hosted at the beautiful Pebble Beach Golf Resort in California. As part of John's involvement with the event, he presented the 8 Secrets to some of the most respected business leaders in the country. Attendees included the highest level of leadership from HP, Motorola, Visa, Dell, Chase, Bank One, CNN, E Bay, Pepsi, Sony, Rogers Communications and Toshiba. This event was the single most explosive generator of new business for the BNW as we have been hired countless times from the partners who saw us at this legendary home of golf champions.

In addition to the new business from the partners, John and the BNW took part in the Yahoo's Sales Director's Meeting at the beautiful Hotel Del Coronado in California and several additional events over the years. Do you Yahoo!? We do.

"You guys were FANTASTIC!! You really made the event. You have instantly gained a strong fan base across the Yahoo's and clients at this summit."

Dick O'Hare
Former Vice President, Global Strategic Partnerships

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US BANCORP <http://www.usbank.com/>

John and the Brave New Workshop have worked with US Bancorp a ton, mostly with our partner, BI. John has delivered keynotes and training sessions for thousands of USB employees including an initial keynote and four breakout training sessions at the 2006 USBII National Sales Meeting followed by a number of other events over the years. BNW's customized entertainment made its own comedic impact at the company as well, performing at the 2006 and 2007 National Sales Meetings and the 2007 Client Appreciation event.

"John - A big THANK YOU to you and your team. Having Brave New Workshop made all the difference in our general session. I heard so many positive comments from our attendees complimenting the job that you all did. One of the hardest things to do is to make people laugh and you all accomplish that with such ease, you are BRILLIANT performers and I look forward to working with you again in the future."

Kelly M Roth, CMP
former Director, Meetings & Events
U.S. Bancorp Investments & Insurance

PRICEWATERHOUSECOOPERS <http://www.pwcglobal.com>

John Sweeney and additional trainer/actors facilitated a daylong training session for graduates of PwC's innovative Genesis Park program in 2005 in London, England. The Genesis Park program selects approximately 40 up and coming leaders each year from a global pool of over 150,000 PwC employees. The focus of the BNW training was to help the attendees learn the skills and values of improvisational leadership. John and company received a standing ovation from the assembled Genesis Park alumni. Since then, John has worked on several events, including multi-city sales training in 2006 and 2007.

"A big THANKS to you and your team for such an impactful program. I truly believe from the feedback of the participants that you were the highlight of the week. They continue to share learning and memories and I believe this is the type of program that will have continuing realizations. Again, thank you for everything -- it was a homerun!"

Jonathan Amy
Director of Training

ALTRIA GROUP INC <http://www.altria.com/>

As John Sweeney puts it, "If we can successfully make a group of attorneys who are working on the largest lawsuits in United States history laugh and learn, we can train anybody!" The Altria Group wanted an effective way to improve collaboration between their lead company attorneys. Not surprisingly, John found the group to be well-educated, successful and extremely skeptical of the Wisconsin farm boy preaching the virtues of improvisational innovation. Yet, over the course of one afternoon, John was able to connect with the group to the

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point that their leader was kind enough to give us the following quote for the back cover of John's *Innovation at the Speed of Laughter* book:

"John Sweeney gets to the heart of what makes people work together effectively and uses improv exercises to teach those behaviors. John's approach is fun, but powerful - it highlights what your team is doing right and what it needs to do better. We enjoyed working with John and highly recommend his program."

Bill Ohlemeyer

Vice President and Associate General Counsel

VISA USA <http://www.visa.com>

John stood before an auditorium of 145 Visa employees in the company's Foster City headquarters to deliver his message to some of the most innovative and talented marketers in the world. To make sure they knew he was also a valid expert in the world of innovation, he showed them a clip of him dancing with his shirt off in front of 16,000 people at a professional sporting event. John's presentation at the quarterly all-staff meeting for the Marketing Division was not quickly forgotten.

"I knew your presentation was going to be good. I didn't expect it to be as good as it was, however. Many, many thanks. Hopefully we can have you all back for Part Deux at a not-too-distant date."

Hank Martinson

Senior Vice President, Marketing

GENERAL MILLS <http://www.generalmills.com>

Initially, John's work for General Mills focused on team building and was duplicated across departments that ranged from engineering to financial executives. At that time, the company was redefining and uniting teams as part of the General Mills and Pillsbury merger. Both companies had developed similar but separate corporate cultures as rivals who competed in the same industry. With the merger, the new company had to create a common, cohesive foundation for new growth. At one memorable session, CFO Jim Lawrence participated in one of John's improvisational exercises without fear or hesitation, helping to further relax participants and reinforce the laughter and learning points.

In January 2007, John provided customized training for a small group of General Mills leaders. This, once again, led to additional requests for John's services. In fact, John and the BNW's corporate entertainment have participated in more than 15 events in the last 16 months. We could not be happier or more thankful for our continued work with this industry leader and great Minnesota-based company.

Most recently, as part of our work with General Mills, the company has brought employees to our little theatre for training, brainstorming, and entertainment. We've even done a bit of consultative work for a lip synch contest (yes, you read that right)! On a side note, years ago John was gifted a Wheaties box with his image -- and that of several BNW actors -- imprinted on it. It occupies a very special place in his office

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"The Brave New Workshop component of our Yoplait "off-site" was incredibly well-received. You guys definitely did a great job on all fronts. People thought it was great that you got a pulse on what was going on in the division - but also had some unique ways to bring the more academic organizational behavior things to life -- in a much more relevant way than they had seen before. So, great work! I wouldn't hesitate to call you again... I hope we can keep in touch, and feel free to use me as a reference as well."

Steve Young
Promotions Manager, Yoplait/Colombo Division

THOMSON <http://www.thomson.com>

At first, we thought "innovative lawyers" was an oxymoron. That was until we met the wonderfully innovative team at Thomson. This information company is a world leader in what they do and continues to look for the next best idea to serve the millions who rely on their services for information. John has worked with several groups within this organization and was deeply involved in helping to develop a company-wide innovation training program. It would seem that the 8 Secrets can even be bridged into the sometimes-rigid world of law. In 2006, John and the BNW signed a multi-event annual contract with the company.

As part of the West Education Group Innovation Initiative, John has been sharing the 8 Secrets with a wide variety of visionary employees. In addition, John took part in a 3-day conference focused solely on innovation called the Innovation Institute in which he presented a day-long training session to attendees. Since then, the BNW's work with Thomson has grown to include custom video services, Sweeney-led brainstorming sessions, and virtual presentations.

"Due to high demand, a second session of this event has been scheduled. On behalf of Sandy Flynn, vice president of Learning & Development for Thomson, you are cordially invited to attend "Innovation at the Speed of Laughter," an interactive session presented by John Sweeney, world-class speaker in workplace innovation."

Sandy Flynn
Vice President of Learning and Development

"The feedback is fantastic!! Kudos to you for a job very, very well done. I have a good feeling that our paths will cross again very, very soon! Take care and it's been a blast... "

Mary Anderson
Manager, Management Development Program
Thomson University

MEDTRONIC <http://www.medtronic.com>

John and the BNW have worked with Minnesota's medical giant on a number of events; from delivering keynote speeches to leading training sessions; and from providing custom entertainment to sketch writing services. At one particular session, John focused the 8 Secrets toward adaptability for a group of 60 research scientists taking part in one of the company's professional development programs. The scientists hailed from four specific groups

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within Medtronic: engineering sciences, biotechnology, polymers, and surface technologies. Though John is NOT an expert in any of these areas, he was comforted to know that had he experienced a heart attack, these people definitely had the drugs and equipment to treat him. Later the same year, John provided the keynote for Medtronic's World Wide Law Department meeting, addressing the topics of leadership, teamwork, change management and innovation.

John was honored to also speak to approximately 600 Medtronic employees from the company's Technical Forum (an internal organization started over 25 years ago by Medtronic founder Earl Bakken to promote technical excellence, enhance communication, and reward outstanding technical achievement). Mr. Bakken began his work by thinking "what if we electrocuted people's hearts to regulate their beating?" Now that is the type of radically innovative thought that keeps our hearts racing at the BNW!

John and the BNW corporate entertainment team continue to work with Medtronic. Several events are slated for 2008 and we look forward to each and every one of them.

"Thank you very much for providing fantastic insight into how even lawyers can use improv techniques to provide better service, and have more fun doing it. As entertaining as your time with our Law Department was, the deeper lessons were even more valuable. I've encouraged people to get out of their pigeon holes, to break down the 'silos' between groups... Your appearance was clearly one of the highlights of our days together, and the feedback has been tremendous."

Terry Carlson
Senior Vice President, General Counsel and Secretary

"I am writing to tell you how thrilled we were with the Brave New Workshop performance last week at our annual World Wide Human Resources Leadership Conference. The response has been off the charts. Everybody loved it and filling the auditorium with laughter was the perfect way to cap off a successful conference. Your performance was an absolute highlight of our week and this was reflected in the surveys we received from the attendees. On a 5 point scale, you were rated as a 4.8. Just outstanding!"

Grace Gorringer
Director, Leadership Development

STARBUCKS <http://www.starbucks.com>

One of our favorite stops way back in 2005 was John's author tour to Starbucks. Not only did we stop several times a day for coffee, but John gave a keynote as part of Starbuck's Visiting Business Author Series at the company's headquarters in Seattle. We continue to be huge fans of their coffee and they are big fans of our innovation. So much so that a quote from John appeared on more than two million Starbucks cups! Note: look under the brown wrapper.

"You were fantastic! Your ability to make the room comfortable and then engage the audience was incredible. I am so glad to have met you and that you could be part of our series."

Judy Cummings, Coordinator, Starbuck's Visiting Business Author Series

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NBA <http://www.nba.com/>

Each year, the NBA brings together operations staff from the entire league as part of the NBA's Game Presentation Workshop. John presented a half-day training session that focused on the 8 Secrets and followed it up with a brainstorming session which included representatives from every team in the league. The group used the BNW Funnel Process of brainstorming to create hundreds of ideas to: 1) involve kids more in time outs; 2) create new ideas for "theme nights;" and 3) explore ways to make the upper deck fans have a more enjoyable game experience. That session, in conjunction with our work with the Minnesota Timberwolves, led to several opportunities throughout the NBA and WNBA. However, only one of those opportunities required Sweeney to remove clothing -- which is something we are all very thankful for.

"It was a pleasure working with you and your team. The output of ideas from the brainstorming session was phenomenal and we look forward to teams implementing some of them in the upcoming season. I'd be happy to serve as a reference for any future clients as our experience with you could not have been more positive."

Greg Lehmann

former Director

National Basketball Association Entertainment

GAGE MARKETING and NESTLE <http://www.gage.com>

John conducted several brainstorming and training sessions with the wonderful people of Gage Marketing and their clients. One, in particular, with Nestle is memorable (specifically, the company's Hot Pockets marketing division). For this event, we traveled to Denver, CO, in a 40-foot RV to facilitate brainstorming with a team who had already helped Hot Pockets achieve over 90% brand recognition. Most companies, maybe even entire religions, would envy that type of recognition! Yet, John and the BNW were tasked with helping them to translate brand recognition into sales. Using improvisational exercises and our Funnel Process of brainstorming, John helped the group brainstorm three specific marketing strategies which resulted in thousands of new ideas. We're pretty sure a couple of them are convincing you, right now, to "have another 'pocket.'"

"We have been thoroughly impressed with your ability to help us bring out the best in our employees and our clients. After our last session, our client called to say that it was the best ideation session he has ever participated in and he was amazed at both the quantity and quality of the ideas generated as well as the participation involvement of his entire marketing team. Some of his team members who were normally 'more reserved' were laughing and generating ideas like there was no tomorrow. Partnering with you has been a fantastic experience and we look forward to working with you for some time to come."

Tim Smith

Former Vice President and Managing Director Strategic Development

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BOSTON SCIENTIFIC

John presented to this high performing group of marketing professionals from Boston Scientific to help kick-off the company's new Marketing Trainer Organization. The group consisted of employees nominated by their marketing managers to become the visionary marketing trainers for the company. As part of the inaugural meeting, John worked with the group to establish a team mindset between individuals working from different locations and focusing on different areas of expertise. A key component of the MTO training was networking to share best practices. Consequently, much of John's training focused on accepting all ideas, sharing focus, and deferring judgment. Finishing up his presentation with a quick brainstorming session, John inspired the group to embrace their roles as thought leaders and rely on each other to take the company anywhere they envisioned.

"Thank you so much for a wonderful experience at the recent Kickoff! The group just loved your presentation, and we referenced your content over the entire two days. It was well worth the investment, and I will be sharing your info with others in the company to promote your message."

Maria Johnson
Training Manager – Marketing

UNIVERSITY OF MINNESOTA, CARLSON SCHOOL OF MANAGEMENT <http://www.csom.umn.edu>

John and the BNW have worked with the Carlson School of Management at the University of Minnesota as part of a first-year MBA student program for many years. John's sessions have ranged from improving communication skills and thinking on your feet to selling yourself effectively and responding appropriately to challenging situations. The goal of his involvement has been to give these wonderfully gifted MBA students additional skills to enhance their academic accomplishments in the highly competitive world of business. In other words, to give them everything they need to avoid ever hearing the words "you're fired!"

"The student response to John's workshop was overwhelmingly positive. Comments included: 'I came away with the skills I need to become a more effective leader;' and 'I enjoyed learning the confidence techniques.' Your workshops give the students the ability to hit the ground running when they start their lives in the 'real world.'"

Clare Foley
Director, Graduate Business Career Center
Carlson School of Management, Full-time MBA program

CARGILL <http://www.cargill.com>

When growing up on a farm in southern Wisconsin, John was very much aware of the absolute market dominance that Cargill had in the world of agriculture. Little did he know that he would someday be helping the worldwide leader in food production increase their ability to come up with more and better ideas! John has presented his methodology of innovation to several groups within the Cargill organization, including, IT, Animal Foods, Legal, Marketing, and the Bridges Leadership Program.

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Innovation at the Speed of Laughter is so well thought of at Cargill that it is now a mandatory textbook for their Transitioning into Leadership curriculum.

In addition to John's programs, the BNW corporate entertainment team is slated to perform at the company's National Sales Meeting in 2008.

"John, your session was definitely one of the top choices for what went well during our planning week. Thanks for helping me end our planning session on a very positive note. You were brought in as our motivational speaker, and from the feedback above, it sounds like you were successful."

Sara Petersen

IT Manager, Collaboration Services - Cargill I/T Services

FISHER BROADCASTING <http://www.fsci.com>

A well-known Seattle media company, Fisher Broadcasting invited John to be the inaugural speaker in launching the company's new Business Author Series, which featured several world-renowned authors and speakers. In addition to this public event, hosted at the impressive Fisher Plaza <http://www.fisherplaza.com/>, John also trained the sales staff of the various Fisher owned stations in using the 8 Secrets for better collaboration and innovation in their selling.

*"You did a terrific job for us in Seattle, you make yourself a delight to be around."
From all your fans at Fisher Communications*

BI and the INNOVATORS PROGRAM <http://www.biworldwide.com>

The BNW - and John in particular - have had the undeniable good fortune of creating a long-term relationship with BI. Over the years, our services have ranged from event entertainment to scriptwriting to training and keynote speaking. In 2005, BI started an Innovator's Program designed to offer their clients expert speaker-trainers who focus on innovation and creativity. John was deeply honored to be one of the four premiere speakers offered through this exclusive program.

Since 2005, BI has so embraced the 8 Secrets John teaches that a company-wide initiative has begun to train all BI employees, using the 8 Secrets as the cultural foundation throughout the organization. John first worked with BI's Top 30 executives and quickly gained their support for his ideology and training model. From there, he developed a "train the trainer" program so that leaders within BI are able to ensure the highest level of collaboration, productivity, and profitability between managers and their teams. As a featured speaker at the All Company meeting in Minneapolis, John went so far as to have BNW's artistic director Caleb McEwen throw knives at him AND at BI Vice President Trey Altemose. The fact that Trey provides a quote below is testament that the knife throwing was without "incident."

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In 2006, 2007 and continuing through 2008, John has also provided keynote services for multiple BI-hosted partner and client events. From Minneapolis to Chicago to Indianapolis and Orange County, CA, John has had the pleasure of meeting some of the brightest minds in the meeting and events industry.

"Thanks again for the outstanding support and memorable presentation at our little shindig. We got the highest marks of the event for the brainstorming breakout and the general session."

Trey Altemose

Vice President, Media and Events Group

"You were awesome at our meeting! Everyone is still talking about you."

Mary Etta Coursole

Director, BI Innovators Program

NEW YORK KNICKS <http://www.nba.com/knicks/index.html>

We initially met the New York Knicks as part of the NBA's Game Presentation Workshop where John presented a half-day workshop sharing the 8 Secrets and facilitated a brainstorming session with game operations staff from the entire league. Impressed with the session and John's work with the Minnesota Timberwolves, the Knicks organization invited John to conduct an all-day ideation session with their own event presentation group. The fabulous team of the Knicks and Liberty were in need of an innovative boost as the year-round workload and pressure to constantly produce was having an effect on their ability to continually come up with new ways for the fans to experience the "world's most famous arena."

"It was a thrill for me to get the opportunity to work with you today. You have inspired my team and I look forward to working with you again down the road."

Gary Winkler, Vice President, Event Presentation

New York Knicks

CARLSON COMPANIES <http://www.carlson.com>

The BNW has worked with Carlson Companies on a number of events over the years, providing training and keynote speeches to a variety of departments. John's first success started right at the top as he conducted a training session for CEO Marilyn Nelson Carlson and her top 40 leaders from across all of the many companies that make up Carlson. Leading by example, Marilyn was the first to jump up and participate in John's interactive keynote, a moment he will never forget. This session has led to numerous others including the leadership team of Carlson Leisure Travel, the Legal Department and the Hotel division. John was deeply honored that Marilyn provided a quote for his book. And speaking of books, John and the BNW's most recent book, *Return to Civility: A Speed of Laughter Project*, is now featured in the Carlson Hotels Read and Return program. So, next time you stay at one of the quality properties managed by Carlson, feel free to check out a copy and help to change the world!

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"We all seek to employ the best minds in our businesses - but what good is it if we don't encourage those minds to fly to places and create new and better ways of seeing things? 'Innovation at the Speed of Laughter' is a toolkit of techniques guaranteed to unleash new ideas, written by one of the most consistently creative teams in comedy theatre."

Marilyn Carlson Nelson
Chairman and Chief Executive Officer
Carlson Companies

TENNANT <http://www.tennantco.com>

John has worked with Tennant in several capacities. He facilitated an entertaining "tonight show" format featuring the top execs of the marketing department at the annual sales meeting in Vegas. He has led a half-day brainstorming session to develop thousands of new ways to sell one of their new products. Most recently, he introduced the 8 Secrets to a team of managers as they transitioned from one leader to the next. Focusing mostly on the secret of "using change as fuel," he worked with the group to help find the positive aspects that exist within the somewhat turbulent culture that may occur when leadership changes.

Participant Comments:

"The exercises were well thought-out, well sequenced, and each one added value and they all built upon each other."

"I didn't expect the strong teambuilding component!"

"Very enjoyable atmosphere and it helped us to start using the same language."

AMERICAN AUDIOLOGYNOW! CONFERENCE

As keynote speaker for the AudiologyNOW! Conference kick-off general session, John spoke -- very clearly, and with close captioning -- to a packed auditorium at the Minneapolis Convention Center. John's presentation focused on the conditions that impede innovation and those that feed it. Using the 8 Secrets outlined in his book, *Innovation at the Speed of Laughter*, John demonstrated behaviors the attendees could immediately apply to their conference experience. At the same time, he humorously and energetically reinforced the conference theme (ACQUIRE knowledge, ADVANCE science, and ACCESS technology) to the delight of audiologists from the world over.

"Thank you, thank you, thank you...for performing/engaging the attendees last night, for today's book signing (and our books) and ... for the WOW interactive presentation at General Assembly this morning! I've continued to hear many positive comments about the great keynote experience. It truly was a unique and perfect nod to the innovation/branding initiative of AudiologyNOW! Seems like BNW and AudiologyNOW! make for a perfect combo!"

- Cheryl Kreider Carey, CAE

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NATIONAL ASSOCIATION OF MORTGAGE BROKERS

As a keynote presenter at the National Association of Mortgage Brokers Annual Conference, John presented to a group of 600 mortgage brokers on the topic of innovation. Because the group operates within a business climate filled with rules and influenced by federal agencies, John provided the group with examples of how improv-based principles applied to their personal interaction with clients can further differentiate their services and help them to discover unique and innovative ways to increase their business and retain clients. John received a standing ovation.

RBC DAIN <http://www.rbccm.com>

BNW Corporate Services has a long running relationship with RBC Dain for both innovation training and corporate entertainment. John's most recent work with the company was a training session that focused on innovation and idea generation for creating the company's growth strategies. The participants had the following comments regarding the return on investment of John's session:

"I really liked the way the idea generation session was run. John's facilitation style is excellent and he can certainly keep a group moving through ideas."

"John taught us useful skills while entertaining us at the same time."

LAWSON SOFTWARE <http://www.lawson.com>

This software giant is one of our most interesting clients. John started our relationship with Lawson as a presenter in the professional development track at Lawson's CUE Conference in San Diego several years ago. John gave 14 one-hour training sessions in three days. He lost his voice and 23 pounds. John's rating was outstanding across the board.

"Huge Congrats! It was a hit, very successful"

Brad Callahan

former executive vice president, services

Lawson Software

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CONAGRA <http://www.conagrafoods.com>

John and his team have worked with this food giant in both the entertainment and training capacities. As a new and dynamic team was put together to head the snack foods division, John lead the kick off of their executive retreat to set a tone of collaboration and give them the 8 Secrets to be used as a foundation for their work together at the retreat. Participants included executive members of a wide variety of departments, including finance, sales, operations, marketing, and human resources.

The BNW also created a customized piece of message-driven comedy to help the HR department encourage leaders to fully participate in a company-wide evaluation program.

Participant Comments:

"One of the most painless brainstorming events in which I have ever participated."

"Great application. Could have used a full day."

"Was really good at setting the stage for the next two days."

"I would recommend using them for additional sessions at HQ."

ROGERS COMMUNICATIONS www.rogers.com

John and the BNW held a long-term training contract with Rogers Communications, a diversified Canadian communications and media company. Rogers Wireless is Canada's largest wireless voice and data communications services provider. Rogers Cable is Canada's largest cable television provider offering cable television and high-speed Internet access, and Rogers Media is Canada's premier collection of category-leading media assets with businesses in radio, television broadcasting, television shopping, publishing and sports entertainment. As part of the contract between Rogers and the BNW, John provided innovation training and creativity consulting for a variety of events, departments and individuals across the three lines of businesses that make up Rogers Communications. John and his team were pleased to work directly with Melinda Rogers, Vice President, Strategic Planning & Venture Investments.

<http://www.rogers.com/english/investorrelations/mrogers.html>

"I am a huge fan of your work. Your innovative approach combined with your energy, passion and humor is something we can all use!"

Melinda Rogers

Vice President, Strategic Planning & Venture Investments

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TORONTO BLUE JAYS <http://www.bluejays.com>

John and the BNW first worked with the Jays by conducting a creativity brainstorming session to find new ways to market the organization and make the games more memorable. This over-the-border session quickly showed that the only difference between Canadian organizations and ours is that they have a health care system that works! The two organizations hit it off immediately and Jays hired John and the BNW to work with them to develop and execute in-game videos and experiences that featured their players and honored their great fans. The project began with a 4-day session in Florida at the Jays spring training camp!

"John Sweeney and the BNW elevated our internal team to a new level. They helped us develop hundreds of new ideas that will benefit our organization and our fans."

Rob Godfrey

Senior Vice President, Communications & External Relations

MINNESOTA TIMBERWOLVES <http://www.nba.com/timberwolves/>

The Brave New Workshop and John Sweeney were the innovation consultants for the Minnesota Timberwolves 2003-2005. We used the 8 Secrets to help their management team, sales staff, customer service reps, marketing department, and their mascot, Crunch! John has been a featured speaker at their US Bank-sponsored speaker series. In our work with the Wolves, we created new ways to make the game experience more enjoyable for their fans, which took the form of in-game comedy bits, working with the dance team, videos and the now famous character "Jiggly Boy." You can watch Jiggly Boy video on our website (at your own risk) by visiting <http://www.speedoflaughter.com/video/jigglyboymedia.htm>.

"John Sweeney has been a part of our organization's success. He has helped our employees increase their skills and has a real talent for getting the best out of people."

KEVIN MCHALE, Timberwolves VP and NBA Hall of Famer