Help local students as a client for the:

**11th Annual Creative Leadership Conference for Teens**
A Youth & Business Creative Problem Solving Collaboration

**Opportunity:**

Have a team of freshly trained high school students’ help you creative problem-solve a real challenge from your organization. Reap the benefits of their unique perspectives and new skills as you work together to gain:

- A fresh understanding of your challenge,
- New & useful solutions and
- A “next steps” action plan.

**A True Win Win!**

**Is this opportunity right for you and your organization?**

- Does your organization have a challenge that could benefit from new thinking and creativity?
- Is the challenge open-ended and mostly non-technical?
- Are you willing to share information related to the challenge?
- Is someone from your organization able to participate?

**DATE:** December 16th, 2016

**Types of challenges that may benefit from an innovative thinking session:**

- Challenges that don’t seem to go away
- Marketing challenges
- Product development challenges
- Consumer challenges
- New opportunities
- Employee challenges

**Sample of Past Challenges**

How might we reduce employee turnover?
In what new ways might we engage our customers?
It would be great if our stylists would sell more retail products.
How might we help our clients keep appointments?

**How do you get involved or learn more?**

Contact Cory Wright by phone or email:

Phone: (585)-259-4863  
Email: cory_wright@boces.monroe.edu

“I was thoroughly impressed with this program, the students and the outcome of the project.” 06 Client, Seneca Park Zoo

**Hosted by: Rochester Chamber of Commerce**  
**Sponsored by: Monroe #1 BOCES and EMCC**
**Real World CREATiVE Leadership Conference**

**When:** December 14th, 15th, 16th
   Wednesday - Friday
   Full School Days

**Where:** Rochester Chamber of Commerce
   Schools will transport from most districts

A special program sponsored by EMCC, Chamber, and others

"Attending this conference was one of the best decisions I've ever made." - Drew

**WHAT:**
A one of a kind conference experience working with REAL world clients, solving REAL world challenges, utilizing proven creative leadership practices.

**Open to students with teacher approval**

**WHY:**
- Real Clients: “The students and their ability to work our challenge was outstanding.” Worldwide Product Manager, KODAK
- Resume and skill building experience
  “Fantastic marketability and resume builder for sure. I recommend it to any student looking to truly impress a future employer or university.” - Adam Gala, 2007
- The same Creative Leadership skill sets delivered to: Pepsi, US Air Force, IRS, NASA, Disney, Ford, ESPN and many others

**YOU will:**
Learn a mindset, toolset and skill set necessary to inspire creativity and drive positive change.
Use your new skills and leadership capacity as your team leads a real client to new insights and solutions for a real challenge, on the final day.

**Emerging Creative Leaders will grow their ability to:**
- Collaborate with others while problem solving
- Apply a framework and tools for developing creative solutions
- Demonstrate the use of tools to expand and focus thinking
- Demonstrate the ability to lead a team in search of new solutions
- Use strategies for enhanced decision-making
- Spot valuable opportunities and clarify challenges effectively
- Evaluate and strengthen ideas into potential solutions
- Design creative and robust actions plans
- Think, act and enable others with a creative spirit to drive positive change

**December 14th, 15th, 16th (Clients arrive FINAL day)**
For more information contact: Cory Wright (585) 259-4863 or email: cory_wright@boces.monroe.edu