



THE FIVE FACES OF GENIUS

OPPORTUNITY INTENSIVES

An Opportunity Intensive is a workshop for 10-15 stakeholders, designed to discover new ideas for a specific business issue.

Following a strategy briefing about the client issue, FireMark facilitates an experience that assists participant in using *The Five Faces of Genius* framework. We custom design exercises to lead the group to innovative business ideas.

We also profile each participants using *The Five Faces of Genius* framework to help identify their personal creative style and master their imagination at work.

The Outcome

Inventive ideas for a specific business challenge

Previous client issues have included –

- New strategies to grow revenue for a professional service firm
- Future food product categories for a consumer company
- Interpreting consumer insights for a discount retailer
- Breakthrough marketing guides ideas for beverage product