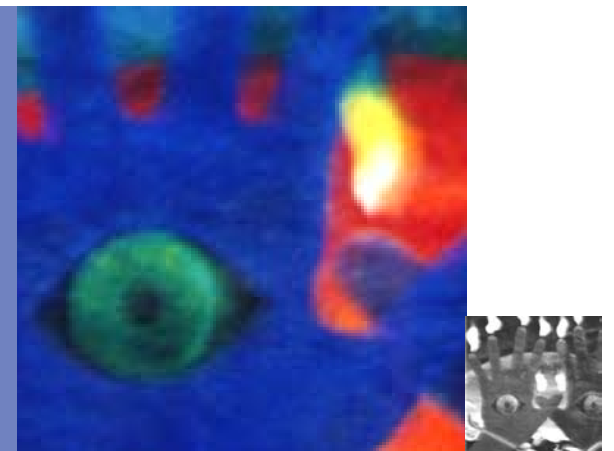


Seeing More

Learning Materials and Workshops to Tap into
Your Natural Talent for Innovation



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Seeing More Observation Workshops

Observing is an art *and* a science. *When observing becomes a practice within companies, development teams flourish. The teams see more of what their products mean to customers and clients by taking the time to consider the thoughts and behaviors of people, including themselves, on a deeper level.* The **Seeing More workshops** train innovators to literally see more *opportunities, ideas and actions to pursue.* As the innovators' skill is heightened, they're better able to see *the obvious or overlooked ideas that may have potential for a company to act on.* Participants in **Seeing More workshops** often experience breakthroughs in product development simply by learning to see what is there and what is possible. The **Workshops** are designed to establish an internal culture of observing and noticing to help business teams enhance their creativity and focus over the long-term.

The **Seeing More** approach uses experiential techniques so the participants can build their observations skills and their ability to apply that knowledge to product development. *Experiential* means that participants engage in each exercise and activity, versus passive involvement such as listening to classroom-style lectures or using "how-to" manuals.

The **Seeing More workshops** are taught by Nan DeVore, CEO and founder of Verge Research LLC, based in Northern California. Full day and half-day sessions are offered with follow-up materials and interaction online.

Basic Seeing More Workshop

Duration: 4 hours

Background and History of Observation
Preparing the Mind and Body for Observation
Practicing the Experience of Observation
Making Observation Practical

Full Day Seeing More Workshop

Duration: 7 hours

Background and History of Observation
Preparing the Mind and Body for Observation
Practicing Authenticity for Observation
Practicing the Experience of Observation
Making Observation Practical

Ongoing Support

A “course outline” can be provided for a chosen leader in the participating group to facilitate weekly sessions designed to enrich the experiential learning gained during the first “Seeing More” session. These weekly sessions are designed to help bring the practice of observation into an internal business culture to facilitate the innovation and ideation process of a company across disciplines.

A private portal on the Verge Research web site will have downloadable documents and a “help” section for posting questions and an on-line “meeting room” for scheduled on-line meetings in between learning sessions.

Individual help sessions by phone will be provided weekly to see how the learning experience is going in terms of translating into actual, useful day-to-day business activities.

Nan DeVore Bio

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Nan DeVore, the founder and CEO of Verge Research LLC, is passionate about creating more fulfilling experiences between companies and their consumers. With that in mind, she brings a spirit of adventure and inspiration to the market research methodologies and techniques that Verge Research uses. Over the last 20 years, she has managed industrial design, market research and strategic planning for such companies as Rubbermaid, Hewlett-Packard, Alpine Electronics, and Xerox. Her work spans the product categories of consumer goods, business-to-dealer selling, desktop technology, consumer electronics, automotive, contract furniture, healthcare, entertainment and retail.

Nan oversees data-gathering and analysis of information addressing business problems in product development and marketing. She often provides strategic direction to new or current markets. She uses a visual and sensory technique of reporting which fosters an understanding of the consumer or end-user. Knowing more about specific consumers and target markets creates a competitive advantage for the companies and development teams she works with. She authors learning materials and conducts innovation workshops to help business teams use observation techniques to increase awareness, unleash creativity and tap into unnoticed ideas.

Nan is a graduate of Art Center College of Design and has completed consumer research coursework at the University of Tennessee and UCLA and will earn an MS in Psychology in 2010.

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