

PCI Adventure

Igniting Passion, Creativity & Innovation

What is it?

PCI Adventure is a breakthrough, multisensory adventure designed to ignite our passion and creativity, channeling them into innovative business results.

With PCI Adventure, you will:

- Increase your capacity for creativity and innovation.
- Learn to leverage creative diversity among your co-workers, employees, and leadership teams.
- Form better innovating teams.
- Identify creativity killers and obstacles to innovation.

How does it work?

PCI Adventure is based on a strong theoretical underpinning, translating the best innovation principles, tools, and practices into sustainable business results.

Participants are immersed in a rich environment filled with inspirational photographs, representations of artwork, summaries of the most current theories on creativity and innovation (from business to psychology to physiology to biography). In this stimulating environment, individuals and small teams complete a series of short activities designed to expose them to creativity principles, stories and techniques they don't know; practice the ones they do know; and share their successes with others about the techniques they regularly use.

Gaming technology makes the succession of activities upbeat, eye opening, inspirational and empowering...in addition to shaping a day that is both highly memorable and actionable.



PCI Adventure goes beyond the usual seminar:

- We help participants gain a clear understanding of their own unique creativity. It is very easy to say "I am not creative". We break this cycle by demonstrating how creativity looks different for different people, by championing the styles of creativity which are less immediately identifiable, and by giving participants a new perspective on their own creative potential.
- We put an emphasis on what blocks creativity, as we think this is as important to producing sustainable innovative business solutions as it is to know how to be creative.
- The experiential, kinesthetic, upbeat gaming format breaks many barriers, resulting in higher immunity to creativity blocks upon return to the workplace. The results of participants spending the day connecting and exploring, laughing together at their struggles and discoveries, celebrating failures and triumphs, and sharing their learnings and favorite tools are priceless.

How do companies and individuals benefit from PCI Adventure?

PCI helps to stimulate, empower and guide creativity and innovation in individuals and teams. Given these new insights, individuals and organizations can gain market share in the current downturn and be ready to emerge on top when the economy turns around.

Who created PCI Adventure?

PCI Adventure is the result of a partnership between Vision Leadership, specializing in transformational adventure-based learning, and the “experience architects” at Interplay Experience Design.

What do people say about PCI Adventure?

“I personally needed to have my creativity, passion, and innovative thought re-ignited, and (this) was a filling of the 'prescription', waking the 'hibernating bear' of creativity and being intentional about it.”

— Pete Olson, Organizational Development Professional

“It was definitely a worthwhile business investment.”

— Chantay Reid, Director of Human Resources

“In a time where capital is not readily available, we have to be even more effective in using people rather than capital to transform ourselves.”

— David Ford, CEO

How can I learn more about PCI Adventure?

You can watch the about PCI Adventure video at <http://www.visionleadership.com/pci.html>

How can I experience PCI Adventure?

We are hosting a PCI introductory evening **Tuesday, January 11th, 2011 from 6:00 to 8:30 PM** at the Seattle REI Flagship store at 222 Yale Ave. North, 3rd Floor Meeting Room, in downtown Seattle.

How can I sign my team up for PCI Adventure?

Contact us directly at:



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***Looking forward to helping your organization increase
passion, creativity & innovation for better business results!***