



SHIFT YOUR THINKING CULTURE

Informational Guide



spill team®

is a Strategy & Design Consultancy

**We use design to help
people Spill on Purpose™**

We're a creative team of strategists who work with organizations worldwide to reignite their natural ability to see things in new ways.

Focus Statement.

We believe that when thinking is switched, beliefs change and so does the way you see the world. So, we swapped out the traditional Vision and Core Values for a "Focus Statement."

"Our focus is to shift the thinking culture of organizations by serving the people in them."



Spill On Purpose.

More than a statement, it's a thinking culture and way of life. **Spill on Purpose™** calls to the table the restricting safety margins that hold back development, innovation, new ideas and next level growth.



People first, **Process** Second.

We keep people at the center of problem-solving using a creative process called Human-Centered Design.

HCD provides a solution-based approach. It's a way of thinking and working as well as a collection of hands-on methods that keep you human-centered.

With its human-centered core, and design approaches it encourages organizations to focus on the people they're solving for. This approach leads to better products, services, and internal processes. When you sit down to create a solution, the first question should always be "What's the human need behind it?"

Human-Centered Design

Overview



Why Human-Centered Design's important?

- It helps you or your team surface unmet needs of the people you're creating for.
- It reduces the risk associated with launching new ideas.
- It generates solutions that are revolutionary, not just incremental.
- It helps organizations learn faster.



Done Right, Human-Centered Design...

- Captures the mindset and needs of the people you're serving.
- Leads you to innovative new solutions starting with quick, low-fidelity experiments that provide learning and gradually increase in fidelity.
- Paints a picture of the opportunities based on the needs of these people.



Design driven companies outperform by 211%

S&P Index

Source: DMI Design Index 2019

Some Areas Where Human-Centered Design Can Apply

- Product Design
- Services and Experiences
- Business Growth
- Leadership
- Organizational Change

How It Works

It's repeatable process combines intuition, imagination and logic to create the best possible solution for the end user.

1. Understand

Empathize and Define the need.

2. Explore

Generate and Prototype as many Ideas as possible with intentionality.

3. Materialize

Test those ideas, learn, make changes, and execute.

What We Do!



Workshops & Facilitation

A new way to think about the work you do.

When faced with too much information we shut down. Not the run-in-the-closet-and-want-to-be-left-alone shutdown - ideas shut down. *If ideas can't be drawn out, they can't be done.*

Our workshops & facilitation help you to **Understand, Explore, and Materialize** issues and opportunities. Collective discovery is vital for developing new ideas and strategies, communicating those ideas effectively, and collaborating with others to make them real.

Let's get you thinking more **creatively, critically**, and **deeply**!

Our workshops are great if you're looking to:

- Bring Design Thinking to your organization
- Solve wicked problems
- Create deep connections to yourself and others
- Develop new products, services and experiences
- Design stories that connect people and ideas
- Navigate complex conversations

What We Do!



Spill Teem Live

Experience our Talks & Keynotes

Our abilities are the perfect balance between logic and “who are these **guys?!** ” While tapping into defining life **experiences** paired with compelling action, we illuminate the perfect path for you to thrive. Feel confident in knowing you’ll be WOWed by our engaging stories, stunning visuals, as well as practical application! We give value back to everyone in the room as you gain a revitalized way of thinking and the momentum needed to give your creativity new life.

Spill Teem Live is great for:

- Single Events or Multi-Day Conferences
- Incubators & Accelerators
- Government Agencies
- Building Capacity
- Igniting new thinking

What We Do!



Advisory

One Day With Us Could Bring Your Whole Future Into Focus!

Progressive or Eccentric? Execution can be both. The journey into this process is what sets you apart. We often hear of organizations, businesses, and people setting their sights on the 'next level'. What if we told you that your 'next level' could be where the standard becomes a stepping stone for climbing, or that you could grow smart so that quality can remain high? We come alongside you to explore your specific goals and create unique strategies which cater to your DNA. While the end goal is to extend your reach, we're just as excited when you take that step back (in the proudest of moments) to say, "Look at what we've built!"

Our team specialize in:

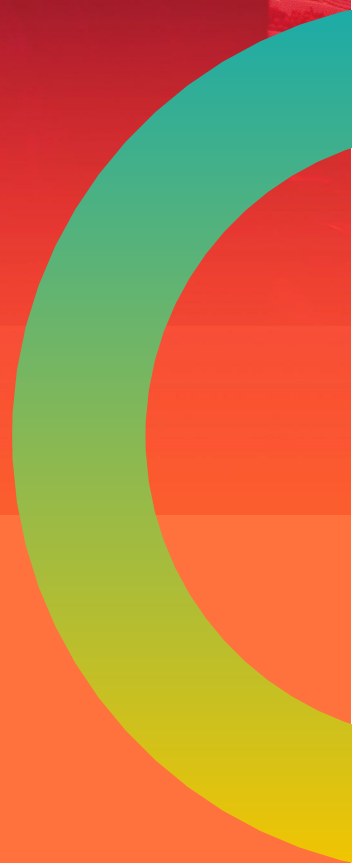
- Strategic Planning
- Brand Strategy
- Change Management
- Organizational Culture
- Business Operations
- Mentoring & Coaching

Our consulting services are great for people and groups who desire change, including:

- Small, Medium, and Large Corporations
- Nonprofit Organizations
- Start-Ups
- Higher Education Institutions
- Government Agencies
- Faith-Based Organizations



What They're Saying About Us



What They're Saying About Us

"The Spill Teem rocks! Their energy is amazing and their work changes your perspective and thinking."

Tom Tom Summit & Festival

"Such dynamic and inspiring speakers! They transformed our space into the coolest session ever!"

Common House Social Club

"Watching how my team responded and interacted with each other inspired me. The Spill Teem was able to get my team engaged, (something I wasn't sure could happen given our current state.) Thank you!"

Piedmont Virginia Community College

"The Spill Teem is on another level - they provided so much more than strategy and a logo. They understood that getting the FEELING of the brand exactly right was the key to the success of our project. We are incredibly excited to stand behind it!"

University of Virginia

They have an impactful, unique, visual approach to creating and visioning that I have not seen elsewhere.

Community Investment Collaborative

We are a constantly moving department. They were able to meet us where we were, and build a strategy and structure for us that made a clear connection of our existing initiatives.

Government Agency

Socialize With Us!



@SpillTeem



The Spill Teem



#SpillOnPurpose



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