

THE JOY OF SOLVING

There's a simple reason why ideas are the lifeblood of any successful organization:

IDEAS SOLVE PROBLEMS.

Which is great, because every ten or twenty years, a genius idea comes to you fully formed, sails through all hurdles untouched, and painlessly solves previously unsolvable problems. Idea created, problem solved, world saved.

Then there's the other 99% of the time, known as reality.

THE JOY OF SOLVING IS AN ORIGINAL FRAMEWORK THAT PROVIDES TOOLS TO HELP YOU GENERATE NEW IDEAS THAT SOLVE COMPLEX BUSINESS PROBLEMS.

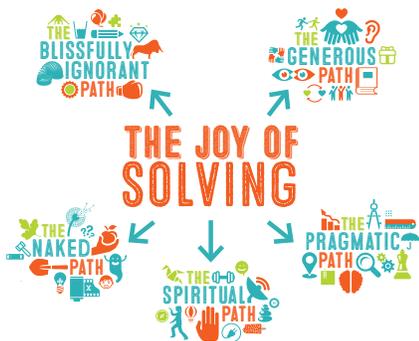
It's comprised of five distinct and differentiated problem-solving paths, each supplying different problem solving techniques. It helps you get unstuck when you're struggling through a tough challenge. It forces you to rethink how you solve individually and as part of a team.

IT'S STRATEGIC AND IT'S CREATIVE; IT'S PROVEN AND IT WORKS.

The Joy of Solving has been called the Myers-Briggs of problem solving because it helps people understand how they solve so they can solve better. But it's different in two important ways.

It doesn't put a label on you. Nobody is only one type of problem-solver; the beauty of the framework is that it allows you to employ different techniques depending on the context, because the context behind your problems is constantly changing.

And maybe more important, *The Joy of Solving* is outcomes-based. It's an action-oriented, practical tool that helps you unearth ideas and immediately create better solutions to complex professional problems.



Danny Schuman has spent his career creating ideas that solve problems and collaborating with others to do the same. His to-be-published book *The Joy of Solving* is based on his passion to collaborate with people to create business-growing and loyalty-building ideas. He has brought his problem-solving tools to a broad range of diverse thinkers and organizations, including Discover Financial Services and Wrigley, the University of Chicago and Northwestern University, and Chicago Ideas Week. Michael Jordan once called him peanut-butter-jelly-boy, but that's a story for another time.

"The Joy of Solving is a great framework to get people who are used to solving in one certain way to try different ways to get to new solutions. Danny's a genuine and personable presenter who got the room energized and engaged even though we had over 100 people!"

Brian Hughes,
SVP Cardmember Services
Discover Financial Services

"Danny's Joy of Problem Solving presentation was an amazing way to inspire and kick-off our company retreat...it allowed everyone to dig deep within and assess themselves and each other before diving into defining our company's vision for the future."

AJ Goehle
Executive Director
Luci Creative

"In a very clear and simple way, The Joy of Solving helps you understand yourself and how you go about solving problems. More than that, Danny helps you think in ways you didn't think you could think!"

Bob Scarpelli
Former Chairman & Chief
Creative Officer, DDB Worldwide

<http://tinyurl.com/twistyouthinking>

FOR MORE ON JOY OF SOLVING WORKSHOPS, WEBINARS AND PRESENTATIONS, GO HERE:

thejoyofsolving.com ---- danny@twistyouthinking.com ---- 847.691.4582

