



# wayfinder sessions

New York Chicago Berlin

# Working with you

## Our workshops leverage the skill of your team and our unique experience to devise new strategies for success.

The structure and flow of our work with you encompasses these primary steps and outcomes, tailored to your needs and specific goals.

### 1. Listen

We meet with you to listen closely to your goals, fears, aspirations and the questions that we need to answer in our work together.

### 2. Workshop

We facilitate workshops that engage and connect your team, deliver the answers to the questions we've surfaced, and develop the big ideas that will arise. Workshops include team exercises around:

- Foundational values and principles
- The essence of your brand story
- Leadership and communication skills
- What the future looks like
- User and team behaviors
- Insights gleaned from new vantage points
- Concept generation
- Implementation roadmaps

**We'd love to talk with you  
about your needs, your  
future and how we can craft  
a session for you.**

### 3. Synthesize

We will evaluate and refine the workshop findings to reveal the most compelling opportunities that respond to your original questions and empower your team. As we present them to you, we'll brainstorm strategies to implement the findings.

### 4. Guide

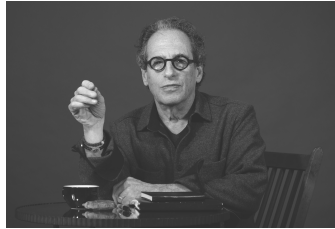
We'll work with your team to see that new concepts are further refined, prototyped, tested and implemented.

#### Here's some of what we'll deliver:

- Foundational values
- Design principles
- Story frameworks
- Key insights
- Concepts
- Implementation roadmaps
- Collaboration and co-creation
- Experiential learning

[CONTACT US](#)

## Who we are



**Jim Cohen**

Jim is a recognized brand and innovation strategist and transformation sherpa. For over thirty-five years he's partnered with major corporations, gutsy start-ups, and non-profit organizations, to reveal what makes them exceptional, unleash their creativity and develop new pathways for enduring success.

Jim has conceived and implemented corporate environments and retail prototypes, mentored C Suite Executives and designers, played in rock and roll bands (ask him about the early days in the Village) and lead novel (often galvanizing) gatherings of diverse groups of executives, innovators, and educators to help them imagine and realize a compelling future.

Working at the nexus of design, business and authenticity, he's been a trusted partner to accelerate the success of brand and innovation initiatives for organizations like Starbucks, Redbox, Eli Lilly, Lurie Children's Hospital of Chicago, Sodexo, The Joyce Foundation, The Susan Crown Exchange and many others.

In response to social needs and uncertain times, he's conceived and lead projects that address systemic racism, the inclusion of historically excluded people in the arts, redefining digital wellbeing, and others, for noted philanthropic organizations.

Jim's an skilled facilitator, engaging story teller, and probing questioner. His curiosity for what makes us tick and keeps us real inspired the genesis of his podcast series, Design In The Moment and Sound and Light.

He is a frequent instructor and guest lecturer at educational institutions and seminars including; The University of Chicago, The Kellogg School of Management, Kellogg Executive Education, The Segal Design Institute, The Haas School of Business, University of California, Berkeley Healthy Workplaces Experts, Chicago Ideas, LaunchFest, MG Fest, The Chicago Convergence among others.



## Who we are



Terence Mickey

Terence specializes in the art of personal narrative and story structure design. He's worked with executive leadership at Fortune 100 companies to develop storytelling programs for organizational changes, communication challenges, employee engagement/alignment, and fostering innovation at Google, Nike, Ford, Cigna, MassMutual, Novo Nordisk, McDonalds, Chanel, Marsh and McLennan, Eli Lilly, Prudential and Vanguard, among others.

He helped develop MSL Group's Evoke Conversational Storytelling product, which won the Silver Project Isaac Award in the PR Invention category. Adweek's panel of independent judges determined that Evoke was one of the most important marketing inventions of the year. The product helps traditional B2B and financial service organizations reframe their communication and sales efforts in the form of storytelling techniques.

With a focus on narrative structure and an excavating process of active listening, Terence aligns each client's purpose with the most effective form. His methodology helps individuals avoid abstractions, authentically connect to audiences, simplify complex ideas and inspire action. He has created storytelling trainings for leadership, sales and legal teams, human resource departments, new product developers and researchers for companies as diverse as Abbvie, Boehringer Ingelheim, Proctor and Gamble, Wrigley's Global Innovation Team, Invesco, Univision, Bausch and Lomb, Kraft, Ogilvy, Pearson, ESPN, Interfloor, Intuit, and Phreesia.

He has presented nationally and internationally at Prudential's Top of the Rock Summit, Marsh's Global Executive Conference, Discovery Channel's Creative Speaker's Series, and Knowledge's Annual Conference.

By finding and telling the stories of people served by nonprofits, Terence has connected donors to various missions. He has worked with Ashoka, Kellogg Foundation, Smithsonian Institute, The Innocence Project, Museum of Jewish Heritage, UNFPA, PILnet, The Gordon Parks Foundation, The Culinary Trust, Next City, Urban Green Council, Broadway Housing Community and Association of Architecture Organizations.

He's a seasoned creator in various mediums, including directing, writing and story editing for film and audio. His content has been featured internationally by The Guardian, Wired, IndieWire, The AV Club, Travel and Leisure, and iNews, among others.



We have cherished client relationships with blue chip and start-up organizations spanning our careers. These include:

Corporations

Google



Ogilvy

MarshMcLennan

Microsoft

redbox

abbvie

Cigna

Blinkist



Lilly

CHANEL



noodles  
& COMPANY

interfloor

MassMutual



intuit

Phreesia

ESPN

Prudential

sodexo\*

PRIMO

Non Profits

Ann & Robert H. Lurie  
Children's Hospital of Chicago

Smithsonian  
Institution

The  
Joyce  
Foundation

BHC  
Broadway  
Housing  
Communities

chicago ideas

ASHOKA

Embarc

lookingglass

'INNOCENCE  
PROJECT

URBAN  
GREEN

susan crown  
exchange

UNFPA  
United Nations  
Population Fund

RAVINIA

UPSTART

Who we've  
worked with

# Want to chat?

We're happy to jump on a call to learn more about you, what you're seeking and answer any questions you have about how we might work together.

[info@wayfindersessions.com](mailto:info@wayfindersessions.com)

[CONTACT US](#)

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