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Specialized Innovation Consulting For Engineering and Design Firms

Over the past 20+ years, Brian has had a fascinating and unique career which includes, among other things, working as a former Walt Disney Imagineer and as an Innovation Specialist for Florida Virtual School. Balancing this creative side is a solid understanding of marketing strategy and business acumen. Brian is the founder of a small consulting practice called "The Brainstorm Institute" that specializes in driving innovation within a variety of organizations.

Q: What does "Specialized Innovation Consulting" mean?

A: The purpose of my program is not to necessarily conceptualize new products, processes or services. Rather, its primary focus is to take an objective look at the products, processes and resources you already have in place at a given facility and to look for ways to easily and cost-efficiently adapt and/or extend them into new areas. The intent is to be able to maximize the usability and efficiency of your products and resources, which, in turn, often leads to new sales and/or contracting opportunities.

Q: Can you provide some examples?

A: Breakthroughs might come in any number of areas; adapting online or other electronic assets to mobile devices, looking for ways to reduce weight and size of components, increasing optical efficiencies, deploying content for training, or ways to cross-pollinate your existing technologies with each other. You can expect that there will be many ideas generated and several will be unanticipated. The focus is to generate profound new opportunities for your organization that can be pursued at reasonable and affordable costs.

Q: Are you an Engineer?

A: Although I work closely with engineers—no, I am not one—and quite frankly, that is my greatest strength. I do, however, understand technology and innovation. I am a quick learner and am an expert at "connecting the dots" and exploiting unseen opportunities...and I like to think that I know a little about a lot of different things.

I recognize that you have experts on hand whose role is to analyze and improve products and processes. Many are even trained in advanced Lean Six Sigma or similar techniques. However, experience has taught me that sometimes the most innovative individuals and organizations get caught in existing paradigms for a number of reasons which stifle the innovation process and often lead to missed opportunities and efficiencies. As an "outsider", my role is to bring a fresh, untainted perspective to the table and get those experts thinking in ways they haven't before.

Q: How does it work?

A: The **first step** of my program often begins with a familiarization briefing of your facility, focusing on the products and services you offer. This is achieved by touring your operations and meeting briefly with key personnel (or in some cases, one or two dedicated individuals who are qualified to provide a high-level overview.) The **second step** involves meetings with key managers and personnel to discuss current challenges, "wish" items and to clarify any questions. The **third step** involves exploring new opportunities based on your existing products, processes and resources. The **Fourth and final step** involves defining and prioritizing the most logical and prudent action items. You will also receive a full report on the innovation sessions at the completion of each stage. Of course, all work is confidential and proprietary.

Q: How long does it take?

A: Each project is unique and will have its own time frame and scope. Given this, the process may unfold within a week or, in some cases, over several months. A timeline is developed after initial conversations to determine exactly what the goals and objectives are for your team, the scope of work and logistics involved, and any internal deadlines and such you may need to meet.

To discuss further, including questions regarding fees and scheduling, please contact Brian via e-mail at:

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