



**For Immediate Release**  
Feb. 25, 2010

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## **METAPHORMING ACCELERATES INNOVATION WITHIN ORGANIZATIONS**

-- Metaphorming Rapidly Unleashes Everyone's Creative Potential to Innovate and Solve Urgent Business Challenges and Develop New Product Concepts --

**DENVER** – Organizations across the globe are racing to innovate. New products are needed to generate revenue. Better ways to solve complex and perplexing business problems are required to reduce costs to remain competitive. A proven process called Metaphorming unleashes everybody's natural creativity and leverages the power of human potential company-wide to quickly solve pressing challenges.

While many organizations are unable to innovate and push through barriers, putting them in a perilous financial position, some such as IBM, Chevron, Chase, The Home Depot and members of the World Economic Forum have discovered a way to spark and inspire innovation through Metaphorming.

Dr. Todd Siler, cofounder of Think Like A Genius®, LLC, and creator of Metaphorming, developed the process to produce tangible solutions to a spectrum of everyday business and social challenges.

“Within a few hours -- or within a few days depending on the scale and complexity of the challenge - teams can break through complex barriers by using the hands-on Metaphorming process,” Siler explains. “Metaphorming swiftly removes self-imposed mental barriers that block our innate ability to innovate. This ability is often inhibited by our fears and self doubt, not to mention the daily “tyranny of the urgent” that distracts us from accomplishing the goals on our lengthy to-do lists.

“Typically, people sit around talking and brainstorming about how to solve problems and develop new ideas,” Siler continues. “But this mostly linear, graphical, one-dimensional approach rarely engages everyone to use all the faculties and creative powers of the human brain to nurture and catalyze innovation.”

By contrast, Metaphorming uses our many intelligences and ways of expressing ourselves to accelerate innovative thinking.

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Metaphorming involves creating multi-dimensional models using common building and craft materials. Small teams of people are guided to make symbolic models that communicate and demonstrate new concepts that can transform an organization and lead to achieving major goals.

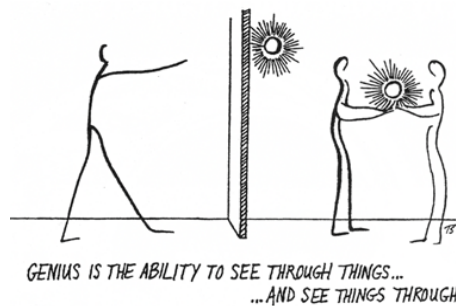
“Metaphorming stimulates the entire brain, building on all of our natural faculties and senses so people can lead and leap with their imagination to envision new possibilities,” says Siler. “But during brainstorming, people tend to touch only parts of the brain.”

The Think Like a Genius approach works for solving a broad range of business and social challenges and can be applied to the most serious situations, including employment, the economy, healthcare, the environment and education.

Over the past 20 years, hundreds of organizations have called on Siler to help constructively deal with an array of confounding challenges including:

- Refining innovative water filtration systems for developing countries.
- Developing product-design strategies and ideas for some of the largest consumer goods companies in the world.
- Solving complex production and process problems.
- Building new leadership skills for a world youth organization to bridge cultural, ideological and religious differences.

Think Like A Genius offers public and private on-site innovation workshops worldwide, with the next public workshop March 25 in Englewood, Colo. To learn more, go to [www.telocitygroup.com/think-like-a-genius](http://www.telocitygroup.com/think-like-a-genius).



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Dr. Todd Siler is an internationally acclaimed visual artist, author, public speaker and educator who received his doctorate in Interdisciplinary Studies in Psychology and Art from the Massachusetts Institute of Technology in 1986. Siler uses Metaphorming in the Think Like A Genius Innovation Workshops to enable people to envision new possibilities and uncover innovative ideas, approaches and solutions. Since 1994, Siler and his company Think Like A Genius, LLC, have been working with a variety of organizations, including private, public, government, non-profit and educational groups. To learn more about Siler, his “*Think Like A Genius*” book, published by Bantam Books, and Think Like A Genius Innovation Workshops, go to [www.telocitygroup.com/think-like-a-genius](http://www.telocitygroup.com/think-like-a-genius) or call (303) 949-1995.