Maxfield Productivity Consultants, Inc.
# Products & Services – Innovation & Change Management

Teams need three critical elements in order to be successful: 1) purpose; 2) clear roles; and 3) process. Once team members know where they're going, who is going to do what, and how, they can focus their energies productively. We offer programs that help teams clarify these issues quickly. Below are a few examples. Please contact us for more detailed descriptions and a preview of materials.

Mind Mapping: Improve Performance & Still Have a Life

Mind Mapping is a colorful, visual form of note-taking that begins with a central idea or image and then explores it at increasingly deeper levels by means of connecting "main idea" and "sub-idea" branches, images, words and numbers. The resulting mind map is a connected, radiant, hierarchical structure illustrating how the brain thinks about the selected topic. Mind maps work, much like search engines, using the principles of imagination (selecting a subject) and association (searching for connections). Engaging both the left and right brains produces the synergistic effect of simultaneously creating and organizing more and better ideas in little time. Whatever the task, the outcome is a clear way forward.
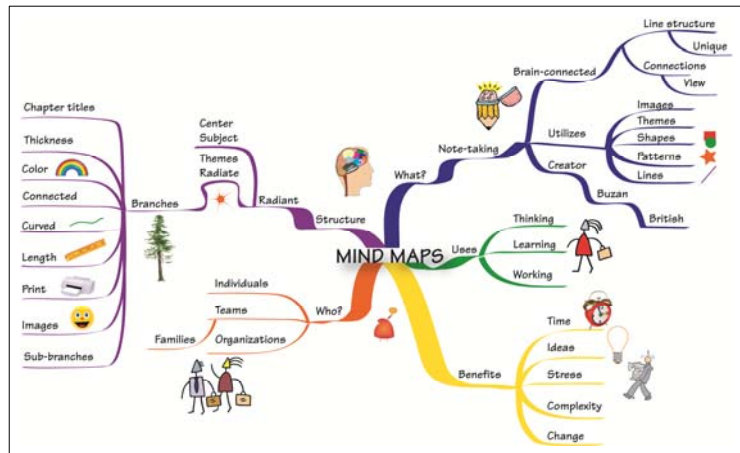
Participants explore through mind maps themselves how they work with the brain, the process of creating them and how individuals and teams around the world use them to organize content, plan and set goals, manage projects, prepare presentations, solve problems, think creatively, handle change and complexity, collaborate, manage careers, plan negotiations and more. They also create their own mind maps.

Successfully Leading Change

Participants in this one-day program use a practical framework, activities, and tools to lead teams through the change process. Using a change topic of importance to them, they learn to frame the change constructively to stakeholders, develop and follow a change plan, explore and build commitment at each stage of the change process and work honorably with resistance to create beneficial outcomes. Throughout the process, they come to value the importance of successful change leadership and bring that back to their own professional roles.

Implications Wheel®

Created by futurist Joel Barker, the Implications Wheel® is a graphic design used to engage nonlinear thinking patterns for the purpose of examining the possible implications of a specific issue or change. It "steers" (as Barker says) creative thinking in a brief, but powerful group discussion in which people, inclusively and as equals, identify, explore and evaluate the short and long-term implications – the unanticipated consequences of specific change before it's implemented. Participants readily see connections between implications, can rank their importance and determine where they can build bridges to expedite positive outcomes while setting barriers to prevent, minimize or mitigate negative ones.