



Media Advisory and Invitation

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Berlineaton's Brand Relaunch Event: The Innovator's Mind

Victoria management consulting firm Berlineaton is hosting a brand relaunch, and interactive seminar about innovation for clients and invited guests.

Founding partners Shelly Berlin and Richard Eaton will open the event with a brief introduction of Berlineaton's new brand, and overview of how innovation fits into the company's business philosophy.

Three visionary leaders each will share 10 minute stories about the role of innovation in their business lives:

Stefan Fletcher will offer insights into his journey as a disruptive innovator culminating in the creation of Rebalance MD, a surgical centre that provides coordinated quality comprehensive musculoskeletal care for the Greater Victoria community.

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Daniela Cubelic will talk about how mindfulness and creativity factor into her ability to keep innovating around the theme of tea for over 20 years. Ilana Ben-Ari will discuss the role of play in innovation, and her views on the innovation process.

Ilana Ben-Ari will lead a 45 minute interactive workshop to demonstrate how the Twenty One Toys empathy and innovation toy works. TIME magazine has named Twenty One Toys as "[One of] six new technologies that are shaping the classrooms of the future." This toy is also capturing the attention of corporate trainers, and organizations such as the Canadian Museum for Human Rights.

The evening will conclude with a social reception where guests will be invited to discuss and post innovation ideas.

WHEN and WHERE:

Thursday, January 15
4:45 pm – 7:30 pm
Victoria Executive Centre
3rd Floor, 915 Fort Street

The purpose of this event is to offer Berlineaton clients and guests the opportunity to explore innovation through the minds of diverse innovators, and to create a convergence and cross-pollination of ideas that sparks more innovation.

Berlineaton Relaunch Event (January 15, 2015)

Backgrounder

Berlineaton

Berlineaton is an independent management consulting firm located in Victoria, BC. Founded by Shelly Berlin and Richard Eaton, Berlineaton has been working with public, private, and technology leaders in the areas of strategy, change, and leadership since 1996.

Berlineaton lives by the words: 'Be bold,' and seeks clients who share this outlook. The company's mission is to serve alongside visionary leaders committed to delivering stronger futures for their organizations.

The Berlineaton team uses a variety of innovative tools and techniques to help courageous leaders set direction through the development of strategy development and execution, simplify an organization's world through analysis, process redesign and action, and build leadership talent through executive coaching and other leader development services.

Berlineaton's goal is not to create 'lifelong' consulting engagements with its clients. Instead, one of the key principles that guides Berlineaton's work is to promote independence by helping clients gain the skills and capacity to keep achieving sustainable results, independent of consultants.

Berlineaton's client roster has included more than 80% of the ministries in BC over the last two decades, as well as other agencies, crown corporations, and federal sector organizations.

One of Berlineaton's notable continuing public sector engagements is with the Alberta Environment and Sustainable Resource Development (ESRD) division of the Alberta Ministry

of Environment. Berlineaton was hired by ESRD in the days after the June 2013 floods in southern Alberta to facilitate the streamlining of several processes that were unworkable given the emergency situation.

ESRD streamlined several processes by a dramatic margin, and enabled the Ministry and citizens to manage much more effectively given the urgency and severity of the situation.

Berlineaton facilitated staff through the redesign of their processes, and built a stronger team, with the result that turnaround times were reduced from a high of four to six months to a remarkable seven days for most processes.

Berlineaton continues to work with ESRD on streamlining a variety of processes relating to the ongoing restoration effort and related processes. As one of the senior leaders said, “If we can do this in seven days during an emergency, why aren’t we doing it this way all the time?”

Berlineaton has worked with over two dozen independent schools across Canada, and the ISABC (Independent Schools Association of BC).

One of Berlineaton’s recent notable independent school engagements was with Brentwood College School in 2013. This leading independent school renewed its future direction through a community-wide, collaborative strategic planning process with the help of Berlineaton. Working closely with the Chair of the Board and Head of School, Berlineaton brought together school leaders and stakeholders from across the learning community to build a comprehensive 10 year strategic plan.

Brentwood College has described the one year process as "in depth and immersive," and the quality of the strategic plan reflects this experience. This is evidenced in the aspirational reach of the plan through the school's new vision: "Brentwood will set the standard globally for transformational learning," the raw power of its values: *grit and joy*, and the scope of the goals, priorities, and tactics in support of the School's new mission: "The Brentwood family opens hearts and minds for life."

Berlineaton's private sector clients are from the fields of: technology, professional services, manufacturing, health, tourism, and not-for-profit organizations. Examples of private sector engagements include working with:

- Axis Analytical, a BC-based research company, with the redesign of its research and development process for cochlear inner ear implants.
- The Canadian Museum for Human Rights in Winnipeg with consolidating its strategic direction just prior to the museum's 2014 opening.
- A successful apprenticeship training school in the United Kingdom in exploring opportunities to deliver similar services in northern British Columbia. This initiative will address significant skill shortages.

www.berlineaton.com

Daniela Cubelic

Daniela Cubelic is the founder, owner and CEO of Silk Road Tea, headquartered in Victoria's Chinatown. She opened the business in 1992 at the age of 22, and has grown the company into a multi-faceted enterprise. Silk Road operates a manufacturing facility locally which creates organic, fresh, premium quality teas, skin and body care products. It also has two retail outlets in Victoria, an award-winning spa, a web store which sell Silk Road products to

consumers across North America, and a wholesale division which supplies hotels, spas and retailers.

Daniela is a leading authority on tea and tea culture, and an accomplished Tea Master, who was trained by Chinese and Taiwanese herbalists and tea masters. Hailed as “Canada’s Queen of Tea” (Globe & Mail), and “Canada’s Tea Master” (Vancouver Sun), Daniela’s love for tea and tea culture is steeped in her veins, and while she is trained in tea’s most ancient traditions, she is equally likely to be found forging new frontiers in tea from tea cocktails, to designing an award-winning teacup and most recently - the launch of a revolutionary new, chemical-free teabag which also offer superior anti-oxidant release, and is a first for North America.

Daniela also is very active in the community. She is currently volunteering her expertise towards the creation of a sustainable conservation based economy in BC's Great Bear Rainforest by working with First Nations to produce body and skincare products using non-timber forest products.

www.silkroadteastore.com

Stefan Fletcher

Stefan Fletcher is the CEO of Rebalance MD, where he also serves as a physiotherapist with clinical interests in orthopaedic manipulative and sports physiotherapy.

Stefan was raised in New Zealand where he received his physiotherapy training at the Otago School of Therapy. He has taught, and lectured in post graduate orthopaedic and manual therapy and patient management courses throughout Canada and the United States.

Stefan is the former head physiotherapist for Rugby Canada, and currently coaches the Vancouver Island Wave soccer team within the BC premier league.

Rebalance MD was dreamt up on the side of a soccer field by Stefan Fletcher and Patrick McAllister. The two men were tired of the chaotic nature of the current medical system and believed there could be a better solution for underserved patients and overworked physicians alike.

Their solution was a comprehensive multidisciplinary musculoskeletal care team that unified physicians and adjunct health professionals in a single allied group practice focussed on excellence. By simplifying the patient experience, this solution would create a more efficient, and effective health care environment, allowing room for innovation, research, education, and collaboration.

The name Rebalance MD reflects this philosophy – to restore balance to the patient experience from pre-operative education through to post-operative rehabilitation with a focus on long-term wellness.

www.rebalancemd.com

Ilana Ben-Ari

Ilana Ben-Ari is the founder and lead designer at a multiple award winning start-up, Twenty One Toys.

Twenty One Toys is a young social enterprise that works out of the Centre for Social Innovation in Toronto. The company designs toys and workshops that teach 21st century skills such as innovation, creativity, collaboration, and complex problem solving by breaking them down into core skills such as Empathy, Failure, and Communication.

Ben-Ari transformed her thesis project into the company's first product, The Empathy Toy. A three dimensional abstract puzzle, the toy was originally designed with the Canadian National Institute for the Blind to bridge communication gaps between visually impaired students and their sighted classmates.

It is now used as a tool for empathic learning and creative education for people of varying ages and abilities, in classrooms and boardrooms in 35 countries around the world. TIME magazine has named Twenty One Toys as "[One of] six new technologies that are shaping the classrooms of the future."

<http://twentyonetoys.com>