mindflower studio offerings

Mindflower Studio is Phoenix, Arizona based creative consultancy, founded by Abby Wilkymacky. At Mindflower, we help socially-driven organizations collaborate to solve problems through facilitated workshops, visual consulting, and training.

VISUALLY FACILITATED WORKSHOPS

We help teams of 2 to 150+ collaborate to solve problems, creatively. **We facilitate visual, hands-on, and strategic workshops that energize and motivate rooms of thinkers and doers to solve the most challenging of problems.** We break people out of traditional thinking ruts and give the permission to curiously play.

Examples include: *leadership/board retreats, mission/vision/values revamp, action planning, discovery, framing and ideation, community co-design, retrospectives, ecosystem mapping, collaboration agreements, what a team "looks" like*

SKILL-BUILDING SESSIONS

We are skill-builders and toolmakers. **We teach the skills necessary to be a creative problem solver, design thinker, visual communicator, and empathetic listener.** We run small and large group sessions, lunch & learns, and conference breakouts to teach tools, techniques, and boost overall creativity.

Examples include: *empathy mapping, weird idea generator, the basics of visual thinking, evaluative feedback, ideation & brainstorming, visualize your values, creativity boosters, metaphorical thinking*

CREATIVE CONSULTING

Consulting with Mindflower Studio looks different than traditional consulting. We are creative consultants that talk through problems with doodles and visual frameworks. **We ask questions and listen deeply, turning insights into visual outputs.** Our visuals and conversations help you simplify complexity, map out next steps, and boost overall understanding of problems, ecosystems, users, and solutions.

Examples include: *strategic road-maps, organization/program maps, infographics & models, journey maps, agenda & experience planning, visual consulting*

abby@mindflowerstudio.com | 513.254.0438 | www.mindflowerstudio.com

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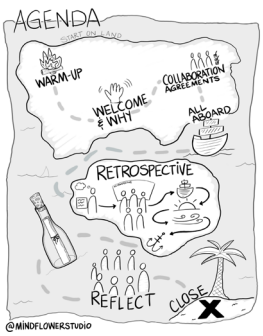
visually facilitated workshops



LEADERSHIP / BOARD RETREATS

We develop custom sessions for leaders/boards based on your unique challenges, the people in the room, and the organization's vision. We work with groups of 5 to 65+.

MISSION, VISION, VALUES REVAMP

Based on your unique situation, we take you through a process of fine tuning, updating, reworking, and/or getting buy-in for your (new) mission, vision, and values.

COLLABORATIVE ACTION PLANS

Map it out: What needs to be done? When? By whom? How do each one of these tasks align with our strategic initiatives and ultimately bring us closer to our goals?

DISCOVERY WORKSHOPS

Clarify the complexity of any project, initiative, program, or new partnership. This workshop is especially great for new collaborative projects or mergers/acquisitions.

VISUAL RETROSPECTIVES

Look back in order to move forward. We will guide your team through a visual, hands-on reflection that will propel your team forward with actions and commitments.

COMMUNITY CO-DESIGN

Design WITH your users rather than FOR them in our empathy-based workshops that bring users into the process of designing services, systems, and products.

FRAMING & IDEATION SESSIONS

We guide teams through a series of participatory activities to frame problems and generate ideas to solve the most pressing problems.

ECOSYSTEM MAPPING

Get a clear visual of your collaborators, supporters, donors, employees, resources, users, and more with this graphically-facilitated mapping workshop.

COLLABORATION AGREEMENTS

Develop your own collaboration agreements for your team. These guidelines will shape the way your team meets, works, and plays together from now on.

WHAT A TEAM "LOOKS" LIKE

Enter into an visual, action-based, metaphor-heavy discussion on what it means to be a team and how you will operate to meet your goals, values, and deadlines.

"We recently hired Abby to facilitate and lead a half-day retreat with over 65 directors of 4 different boards (yes, you read that right). The experience was, in a word, smooth. Using more words, the experience had a great flow to it, capitalizing on both large group and small group dynamics, and never felt unwieldy or cold. Abby truly listened to our needs and designed a process that was not only inclusive of all attendees, but also delivered a number of actionable and impactful ideas..."

- Matthew Fehling, President & CEO at Better Business Bureau Serving Pacific Southwest

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mindflower studio

skill-building workshops

EMPATHY MAPPING
Gain better understanding a user, client, stakeholder, boss, employee, etc. and develop strategic questions to keep the conversation going.

WEIRD IDEA GENERATOR
The Weird Idea Generator helps participants break out of the normal ways of thinking / brainstorming. It's great for adults and children, alike.

THE BASICS OF VISUAL THINKING
Oh I see! Explore visual thinking techniques to process information, share perspectives, and evoke creative confidence.

EVALUATIVE FEEDBACK
Give and get efficient, quality feedback with a simple and versatile tool. Learn to use this tool in variety of situations from user research to team meetings to one-on-ones.

HOW TO TALK TO STRANGERS
Learn the basics of qualitative interviewing to understand the needs, painpoints, and goals of anyone with whom you have the chance to talk.

IDEATION & BRAINSTORMING 101
Use the basic thinking modes from Creative Problem Solving to generate and sort hundreds of ideas. Explore a handful of playful techniques to refresh your thinking.

VISUALIZE YOUR VALUES
Visualize how values take shape and are carried out in your organization. Understand the connection between your mission, vision, and values.

CREATIVITY BOOSTERS
A mixed bag of activities to spark your playful, curious, and creative mind. Re-energize with techniques for your personal and professional life.

METAPHORICAL THINKING
This playful workshop is like a garden during the Arizona winter. Cultivate better teamwork and discover a new level of depth in your creative thinking / problem-solving.

* ALL SKILL-BUILDING SESSIONS CAN BE SCALED TO A FULLY FACILITATED CLIENT WORKSHOP

"Abby was a featured speaker at World Usability Day 2019, hosted by GoDaddy in Tempe, AZ. She helped us plan a fully interactive session with 17 workstations that got the 120+ attendees directly involved in exploring the evening's topic of "Designing the Future We Want." You could literally see the ideas taking shape in front of you as people worked through the ideation, sketching, and prioritization activities in small groups. Managing a crowd that size isn't easy, but she pulled it off with grace..."

- Tony Quiroz, Senior CX Strategist at GoDADDY

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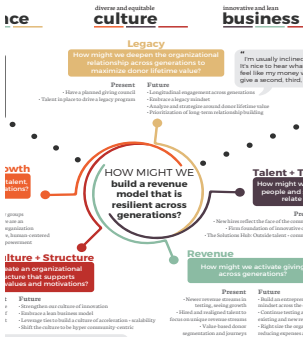
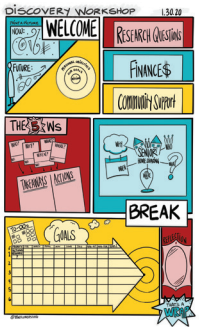
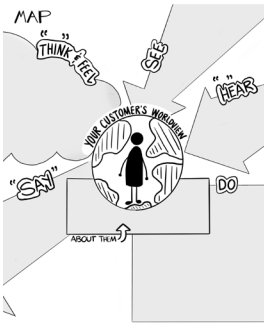
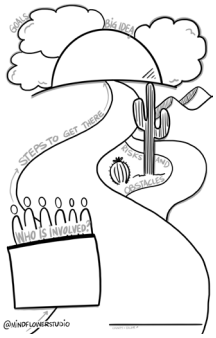
creative consulting sessions









STRATEGIC ROAD-MAPS

Where are you now and where do you want to go? How will you get there? We will help you visualize the answers to these questions as we set milestones, delegate initiatives, and ensure efficient communication.

ORGANIZATION / PROGRAM MAPS

It is difficult to get a big picture view of all the parts of your organization / program. We will help you process all of this information in a visual, shareable, and enticing way. Recommended for CEOs, leaders, and teams.

INFOGRAPHICS & MODELS

How does a specific system, process, program, and/or service work? Whether it's a tried and true model or a new endeavor, we will help you through the process of developing a visual representation that explains what you are doing and how you are serving your users.

JOURNEY MAPS

Map out the existing or ideal journey of your users to understand how to meet their needs, mitigate their painpoints, and answer their questions. Dive into each touchpoint that shapes your user's experience.

AGENDA & EXPERIENCE PLANNING

We can help you plan out an interactive and nontraditional agenda for a conference, event, keynote, or workshop. Let us be your guide in building out an experience your participants will never forget.

EXPLORATORY VISUAL CONSULTING

Not sure where the conversation will go? That's okay with us. We will sit down with some blank paper and see what comes to the surface. We have a handful of tools in our back pocket, ready to go, for situations like this.

"If you have the chance to work with Mindflower Studio on building a workshop, facilitation, or even consultation, take it! Abby is incredibly fun and effective at bringing teams and ideas together. Abby shows up to all of our consultation meetings prepared with visuals and a clear agenda, and has been an integral part of aligning the CO+HOOTS Foundation's programs and mission. We left each of our consulting sessions with a clear path to move forward and documentation to keep us accountable. She also built a number of workshops for our MidWeek MindTweak entrepreneurial series and every one was seriously full of light bulb moments. She gets the room talking and engaging with both the content and each other.

- Elise Hollowed, Community Facilitator at CO+HOOTS Foundation

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