



# The U.S. Connection

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**W**hat do you get when you take one of Toronto's most innovative improvisers and let him loose in the business world? You get a unique workshop with a positive effect on the operations and bottom line of major organizations and businesses. You also get a U.S. training insti-

preconceived ideas, complacency, fear and false ego — that stop people from being flexible.

The workshop has been used effectively by organizations in all sectors of the economy. After going through the program, a group of engineers at Bombardier was able to

Training and Development (ASTD) conference in Dallas in June 2000.

### Embassy offers the key

Through the training professionals partnering event, Rosenberg has developed a close relationship with QEI Design Training of Arlington, Virginia, to deliver the Flexible Thinker® program. "The Embassy helped us find QEI — and from QEI we have had a wonderful entranceway to other organizations. If QEI has been a door for us, the Embassy was the key."

Indirectly, the Embassy was also a key to the introduction to Charlottesville-based FEI, which heard about Flexible Thinker® after the partnering event, and approached Rosenberg for a request for proposal. "From the numerous training programs considered, FEI selected two that they felt to be of such high quality they couldn't turn them down," says Rosenberg. "They said Flexible Thinker® fit a need, without knowing in what way."

Rosenberg has ambitions for Flexible Thinker® to be a multimillion dollar, multinational organization within the next three to five years. But after the talk about financial goals, the entrepreneur adds, "I'm not doing this for the money. Ultimately, I'm doing this because I believe the world will be a better place if more people can think flexibly. Besides, it's fun for me too."

For more information, contact Michael Rosenberg, tel.: (905) 846-5455 or 1-888-834-3327 (83-IDEAS), fax: (905) 846-6752, e-mail: [info@flexiblethinker.ca](mailto:info@flexiblethinker.ca) Web site: [www.flexiblethinker.com](http://www.flexiblethinker.com) \*

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport))

## Training facilitator improvises way to success in United States

tution so impressed, they create a special place for the program in their curriculum. Aided by the Canadian Embassy in Washington, D.C., Michael Rosenberg is poised to offer his Flexible Thinker® workshop at the Federal Executive Institute (FEI) — the premier public training institution in the world.



Michael Rosenberg

With a career background as a writer, director, comic and improviser, Rosenberg is far from your typical business entrepreneur. His workshop is not typical either: it mixes humour, improvisation and accelerated learning techniques to give participants the tools to be flexible in the real world.

### Learning through improvisation

"The workshop places people in a situation where they have to create something out of nothing under pressure," explains Rosenberg. The key, he says, is to overcome the obstacles — such as negativity,

solve, in one week, a design problem with one of their engines that had others stumped for over a year.

### Strategic partnerships

Rosenberg and his own business success are themselves proof of the effectiveness of his workshop, which emphasizes, among other things, the importance of strategic partnerships. The contract with FEI, and other U.S. firms, came about as a result of a partnership with the Department of Foreign Affairs and International Trade (DFAIT). "I've been able to tap into their expertise to help me build my business," explains Rosenberg.

Specifically, Rosenberg tapped into the Partners-in-Training conference sponsored by the Canadian Embassy in Washington, D.C., in early spring 2000, and the Program for Export and Market Development (PEMD), which in turn allowed him to attend the American Society for

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