



13695 Goldmark Dr. #4309
 Dallas, Texas 75240
 Voice/Fax: 1-918-919-4680
 E-mail: wmiller@globalcreativitycorp.com

putting your values to work



REPRESENTATIVE CLIENTS:

- 3M
- AT&T
- Baxter
- Bell South
- Charles Schwab
- Chevron
- Ciba Geigy
- Cirrus Logic
- Coca Cola
- Compaq
- Dana Corporation
- Disney Institute
- DowElanco
- DuPont
- Eli Lilly
- Exxon Chemical
- Ford Motor
- Harrah's
- Hewlett Packard
- IBM
- Kraft General Foods
- Levi Strauss
- Marion Merrell Dow
- Monsanto
- Motorola
- National Semiconductor
- Nike
- Northern Telecom
- Pacific Bell
- Philips Electronics
- Pillsbury
- Pizza Hut
- Procter and Gamble
- Samsung
- Searle Pharmaceuticals
- Sematech
- Shell Canada
- Silicon Graphics

Our mission is to develop and inspire leaders who wish to achieve values-centered breakthroughs in knowledge-creation, innovation and cultural transformation, to make a purposeful difference in the world.

THE GLOBAL CREATIVITY CORPORATION

GCC was founded in 1987 by **William C. Miller** - best-selling author, consultant and speaker - who was previously head of the Innovation Management program at SRI International (Stanford Research Institute). Over the years, William has been internationally recognized as an expert on values-centered creativity and innovation.



Each year from 2003-2007, *Leadership Excellence* has named William C. Miller as one of the top 30 thought leaders on leadership worldwide (To see the entire list, visit www.eep.com)

GCC provides keynotes, executive briefings, workshops and innovation searches... focused on four major topics:

- **Values-Centered Innovation™: Putting Your Values to Work**
- **What's Your Innovation Style? - Bringing Out the Innovative Best in Yourself and Others**
- **Flash of Brilliance: Inspiring and Leading a Spirited, Innovative Learning Organization**
- **Fostering a Culture for Values-Centered Innovation™**

To assess personal, team and corporate practices for innovation, GCC has developed the internationally recognized Innovation Styles® Profile and the Strategic Innovation Management Assessment Profile. The www.innovationstyles.com website features the internet-based self-assessment and an extensive offering of support resources for Innovation Styles.

The **Wilson Learning Corporation**, a leader in Human Performance Improvement for Global 2000 clients in more than 45 countries, has incorporated the major tools and concepts about innovation developed by William Miller into their "Innovation in Action" series.



“William provides valuable insights and tools for you to embark on your own creative journey and to rediscover the soul of your business.”

Mark Thompson,
Senior Vice President
Charles Schwab Electronic
Brokerage



“William manages to do the nearly impossible -- taking topics as ethereal as spirituality and elusive as creativity, and transforming them into practical tools for revitalising organisations.”

Jim Kouzes,
Chairman of Tom Peters
Learning Systems, Co-author
of *The Leadership Challenge*

GLOBAL CREATIVITY THOUGHT LEADERSHIP AND SERVICES

The power to shape our own destiny is more in our own hands than ever before. As Alan Kay, a former Fellow of Apple Computer, once said, “The best way to predict the future is to invent it.” We are an intimate part of this creation, and as such we share in its creative nature. “Awakening the Creator within” means discovering deep, spiritual purpose in life and bringing ourselves fully, creatively, and heartfully to everything we do.

Over the years, our clients have asked us to assist them in shaping their destiny and inventing their future. To help achieve this, we offer a variety of services focused on three essential issues:

- ***Values-Centered Innovation™: Putting Your Values to Work.*** Innovation is both an art and a discipline. As an art, it's a collaborative human endeavor. As a discipline, it has processes and principles that can be learned and practiced. Values play a critical role in both. When using GCC's values-centered methodologies, you will be tapping into your employees' greatest source of energy and inspiration, while empowering your work teams to focus on common priorities and fostering a positive climate and culture for innovation.
- ***What's Your Innovation Style? – Bringing Out the Innovative Best in Yourself and Others.*** Innovation Styles® is a proven, practical “innovation booster” to help you optimize your innovativeness as an individual, group, or organization. It includes a personalized self-assessment plus insightful feedback and coaching (learn more at www.innovationstyles.com). GCC consulting combines IS with its own model of the innovation process: “The Creative Journey” – together, they help you discover more innovative solutions to your challenges while practicing greater team synergy.
- ***Flash of Brilliance: Inspiring and Leading a Spirited, Innovative Learning Organization.*** Spirit and passion fuel innovation as much as talent and brainpower. To be leaders of innovation, executives and managers must first *embody* and *practice* three core competencies: exercising integrity, encouraging innovation, and expanding intelligence (mental, emotional, and spiritual). GCC employs its own “Strategic Innovation Management Assessment Profile” to monitor how well leaders are doing what it takes to operate at the innovative forefront of their industry.

“William Miller offers a treasure trove of inspiration and practical ways to develop your personal creativity and encourage innovation in your organization. Guaranteed to stimulate great ideas.”

Joyce Wycoff,
founder of the Innovation Network, and author of *Mindmapping: Your Personal Guide to Exploring Creativity and Problem-Solving*

GLOBAL CREATIVITY SERVICES (cont'd)

- ***Fostering a Culture for Values-Centered Innovation™.*** Two themes stand out for any executive group that intends to foster a culture for innovation: *"Be the culture before you create the culture"* and *"Design the process of culture change as carefully as you would with any new major product or service introduction."* There are 10 key success factors for fostering a culture for innovation - and each poses tough questions to executives about their own readiness to lead their employees to be more innovative in every aspect of their work.

For each of these issues, we provide the following services:

PRESENTATION-DIALOGUES AND KEYNOTES

Peppered with his own unique wit and wisdom, William Miller's keynotes are stimulating, insightful, and aimed at making a difference "here-and-now." He can customize a keynote to address your specific business issues, and also design it to spark the flashes of brilliance you need to move creative ideas into action.

WORKSHOPS AND SEMINARS

GCC's workshops help you get to the heart of your own vision and values through stimulating exercises, dialogues, and presentations. You will gain greater insights and enthusiasm for creating new knowledge, stimulating values-centered innovation, and bringing out the creative best in yourself and others – and the momentum to put your new learning to work long-term.

INNOVATION STYLES®

Focus your innovative thinking on real-time challenges. GCC now offers an internet-based assessment of personal innovativeness using the Innovation Styles® Profile developed by William Miller. This "success booster" provides unique benefits to individuals, teams, organizations, external consultants and trainers, and trade-show exhibitors. (To learn more, visit www.innovationstyles.com.)



“Creativity and innovation are essential for success in business today and William offers excellent tools for helping businesses everywhere.”

Rosabeth Moss Kanter,
Professor, Harvard
Business School, Author of
World Class



“Flash of Brilliance is an important treatise on integrating the highest spiritual and creative values with the fostering of innovation in business. As executives take to heart the author’s message, we should see positive turnarounds in the way organizations are run.”

Sidney J. Parnes,
Professor Emeritus of
Creative Studies, Buffalo
State College, and Lifetime
Trustee, Creative Education
Foundation

WILLIAM C. MILLER

William C. Miller is an internationally recognized expert on values-centered creativity and innovation. Prior to founding the Global Creativity Corporation in 1987, he was head of Innovation Management at SRI International (Stanford Research Institute). Each year from 2003-2007, *Leadership Excellence* has named William as one of the top 30 thought leaders on leadership worldwide. His unique insights into "whole person" innovation provide clients with exciting new ways to foster the leadership and culture required for values-centered innovation.

IEEE-USA, the world's leading professional association for the advancement of technology, has published a special e-book edition of William Miller's latest book: *The Innovation Process - Energizing values-centered innovation from start to finish*.

Two of William's four books – *Flash of Brilliance* and *The Creative Edge* – were rated among the top 30 business books of the year in the USA by "Soundview Executive Book Summaries." His audio program *Creativity: The Eight Masters Keys* was the first audio-tape training program ever endorsed by *Fortune* magazine. Most recently, Sounds True Inc. has released his audio program, *The Art of Spiritual Leadership in Business*.



William has been a Guest Faculty member at the Stanford University Graduate School of Business and the Sri Sathya Sai Institute of Higher Learning in India. He has consulted and delivered keynotes in a variety of countries such as: India, China, Japan, Korea, Singapore, England, France, Holland, Italy, Czechoslovakia, Romania, Canada, Malaysia, Finland, Philippines and the USA.

“William shows how people throughout the organization can help transform their work environment into a place characterized by innovation, speed and courage.”

Robert B. Shapiro,
former Chairman,
Monsanto Corporation
(from the foreword to
Flash of Brilliance)

WILLIAM C. MILLER (cont'd)

Including his experience as head of Innovation Management at SRI International, William has consulted with over 100 corporations worldwide, such as:

AT&T, Charles Schwab, Chevron, Ciba Geigy, Compaq, Disney Institute, Dow Elanco, DuPont, Eli Lilly, Exxon Chemical, Hewlett Packard, IBM, Kraft Foods, Levi Strauss, Marion Merrell Dow, Monsanto, Motorola, Nike, Northern Telecom, Philips Electronics, Pillsbury, Pizza Hut, Procter & Gamble, Samsung, Searle Pharmaceuticals, Shell Canada, Silicon Graphics, Taco Bell, and 3M.

William has published over two dozen articles on innovation, has been quoted in numerous media, including *Fortune Magazine* and the *US News & World Report*, and interviewed on PBS radio and on CNN-TV.

William has also contributed chapters to edited books, such as:

- Miller, William C., "Spirituality as the Basis for Responsible Leaders and Responsible Companies," together with Peter Pruzan, in *Responsible Leadership*, ed. Thomas Maak and Nicola M. Pless, Routledge Publishers, London, 2005 (www.routledge.com).
- Miller, William C., "Spiritually-Based Leadership" in *Spirituality and Ethics in Management*, ed. B. Z. Laszlo, Kuwer Academic Publishers, The Netherlands, 2004
- Miller, William C., "The Corporate High Road: The Power of Spirit" in *Leadership and Power: Ethical Explorations*, ed. by S. K. Chakraborty, Oxford University Press, Delhi, 2002
- Miller, William C., "How Do We Put Our Spiritual Values to Work?" in *New Traditions in Leadership*, ed. by John Renesch, New Leaders Press, USA, 1990

In addition to his focus on values-centered knowledge-creation, innovation and cultural transformation, William is the co-founder, along with his wife Debra Miller of the Global Dharma Center (www.globaldharma.org), a non-profit corporation through which they provide keynotes and publications on how to lead and work from a spiritual basis.



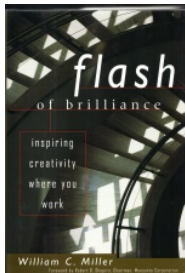
WILLIAM C. MILLER PUBLICATIONS

Most notable among William Miller's books and audio-tapes are:



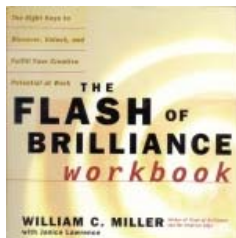
The Innovation Process: Energizing values-centered innovation from start to finish. IEEE-USA e-book series, USA, 2007.

Flash of Brilliance: Inspiring Creativity Where You Work. Perseus Books, Reading MA, 1999 (selected by Executive Book Summaries as one of the top 30 business books of 1999)



Flash of Brilliance Workbook: The Eight Keys to Discover, Unlock, and Fulfill Your Creative Potential. Perseus Books, Reading MA, 2000 (selected by Doubleday book-clubs as book of the month)

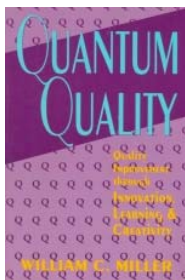
Quantum Quality: Quality Improvement through Innovation, Learning & Creativity. Quality Resources, New York, NY, 1993



Creativity: The Eight Masters Keys. Global Creativity, Mill Valley, CA, 1989 (the first audio-tape training program ever endorsed by Fortune magazine)

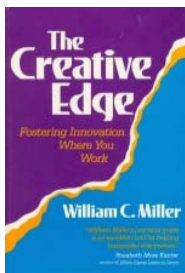
The Creative Edge: Fostering Innovation Where You Work. Addison-Wesley, Reading, MA, 1987 (selected by Executive Book Summaries as one of the top 30 business books of 1987)

The Art of Spiritual Leadership in Business. Sounds True Inc., Boulder, CO, 2003. (Can be ordered through www.soundstrue.com)



Co-author of *Human Values at Work: Making Spirituality the Inner Context for Your Work.* With Debra Miller, Kirsten Pruzan Mikkelsen and Peter Pruzan. Global Dharma Center, 2003. (Available for free download at: www.globaldharma.org/hvw-home.htm)

Co-author of *Spirituality at Work*, an on-going semi-monthly column for the Times of India "spirituality" website. With Debra Miller. Times of India, Mumbai, since June 2002. (Available for free download at: www.globaldharma.org/publications.htm)



Co-author of *Spirituality: The Emerging Context for Business Leadership.* With Debra Miller. Global Dharma Center, 2002. (Available for free download at: www.globaldharma.org/publications.htm)

William has published over two dozen articles, contributed chapters to four books, appeared on CNN-TV, and been interviewed on PBS radio.