



A selection from our work around the globe

Innovation Culture: Brazil

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Itaipú Technology Park (PTI) Established almost two decades ago at the quarters of the workforce that built Itaipú, the world largest hydroelectric power plant, located at the Paraná river bordering Paraguay. Today, it leads and participates in major economic, scientific and social projects to promote revenue and employment to the region. By designing a culture of creativity and innovation their aim is to become a high-performance organization and a catalyst for change.

Approach. At IASP's Raleigh Conference PTI's CEO Juan Sotuyo explained that he feared verticality, bureaucracy and looked to promote constructive attitudes and behaviors toward the "you know it when you experience it" feeling - we want visitors to feel creativity and innovation is in the air.

People and Process. The journey of transformational change began. GPSi designed the framework and facilitated the entire process: communication, problem solving, team work, leadership, conflict resolution just to name a few. Over 400 embarked on the process of harnessing Whole Brain Thinking® learning how to use it on their work. Three phases included awareness, an innovation audit and the design of an Innovation Master Plan.

The approach provided a general framework for understanding, emphasizing the importance of change focusing on making the complex feel easy.

On-going process. An important part of our work was to manage expectations: the project of culture is about learning and developing and means trusting and becoming more and more confident. Their new skills enabled them to come up with own innovative project, some of them today's star projects. In the process we certified 14 team members becoming HBDI® practitioners, an additional plus, allowing PTI to become self-sufficient in their talent scouting, team building and other tasks.

External performance comes from internal vigor. We worked to get PTI in top shape.

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“...If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea...”

Antoine de Saint-Exupéry



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