

# The Evolution of The BOX



 **INNOGREAT**  
INNOVATE TO GREATNESS

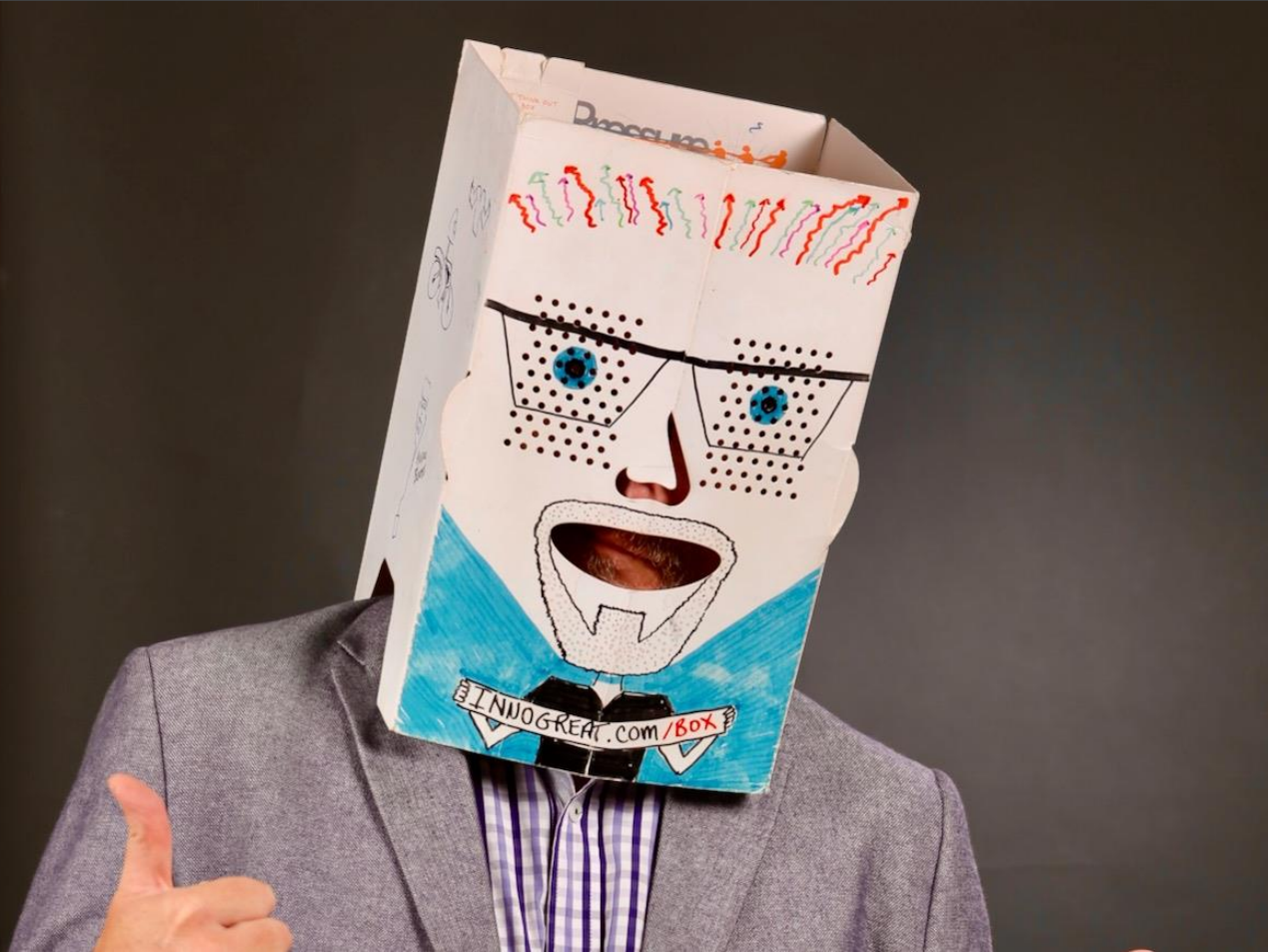
 **IN & OUT of THE BOX**



My name is Jimbo Clark, and I'm thinking inside the box...



# Jimbo Clark



- Founder of InnoGreat, a consulting firm which focuses on creativity and innovation in the decision-making process.
- He helps leadership teams and organizations solve challenging situations with improved thinking aligned to a shared vision of the future.
- Jimbo has worked with more than 40 Fortune 500 companies in more than 25 countries.
- He has trained and certified 200 facilitators in his methodology, and is equally capable in face to face or virtual delivery.
- Jimbo is the creator of Thinking in and Out of the Box, a mindset improvement tool used around the world to increase creativity, empathy and inclusion.
- He is also co-founder of Brains on the Beach with whom he co-created the ClockWise creative innovation methodology.



# First Session: August, 2009

- I had a “crazy idea” to take the phrase “think out of the box,” literally.
- We gave them cardboard, box cutters and tape.
- As a group, we co-created the possible meanings.
- This generated deep discussion and GREAT photos.
- I thought “maybe there is something good here.”





# Early Prototypes: 2009 to 2012

- I donated my time to local universities to run prototyping sessions.
- Started to experiment with lighter materials.
- Sold to long standing clients who were looking for something new.
- It was exhausting every time I delivered it because of the logistics of getting materials around, and figuring out the messaging and flow to keep people engaged and the learning relevant.



# Playtest with Facilitators June, 2012

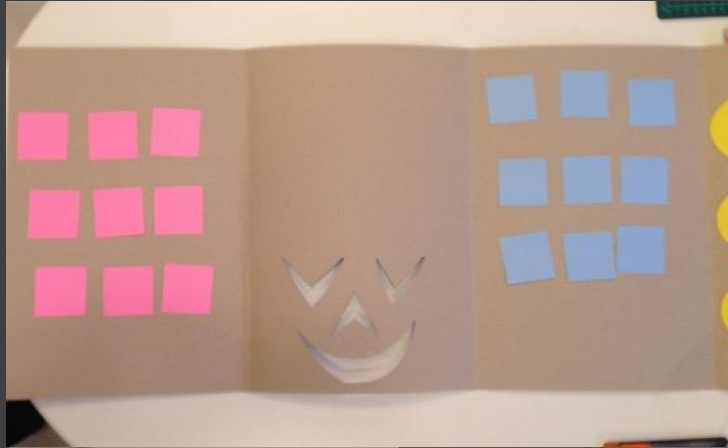
- I Invited experienced facilitators to my house to play test.
- Got enormous amount of AMAZING feedback.
- This resulted in tectonic shifts in how I ran and structured the program.





# The Box Gains Traction 2013-2015

- I gained confidence in how to run the program and ensure predictable outcomes.
- I pre-cut the boxes and loaded them with post it notes to reduce risk of injuries and time spent building boxes in session.
- Personally delivered the session 20 times in 10 countries in two years.
- Run first “big group” of about 100 people, and discover that The Box scales well.



# Prototyping the Printed Box - 2015

- After more than 1,000 boxes made by participants or my family...I decided to print out the box.
- We hired a package design company to help with the design and printing of the box.
- First prototyping session with the printed box was five years after the initial session.





# Writing the Box Book and Creating the Train the Trainer 2015-2017

- Having boxes printed allowed for much easier deployment.
- Both facilitator colleagues and customers started inquiring about possibility of delivering box based programs.
- Created the online Train the Trainer program and began selling licenses to clients and colleagues.
- Wrote the “Box Book” with more than 100 illustrations & photos to supplement the TTT program.





# The Box Goes Global 2018-2019

- I took The Box to international conferences like GamiCon, ATD NASAGA, and IAF to introduce the box to potential clients and facilitators.
- Ran the first “Box Con” where facilitators came for a weekend of everything boxy.
- Ran cohorts of Certified Box Facilitators in Hong Kong, Munich, Dallas and Seattle.





# COVID 19 Halts Face to Face Programs – Pivot to Hack your Box

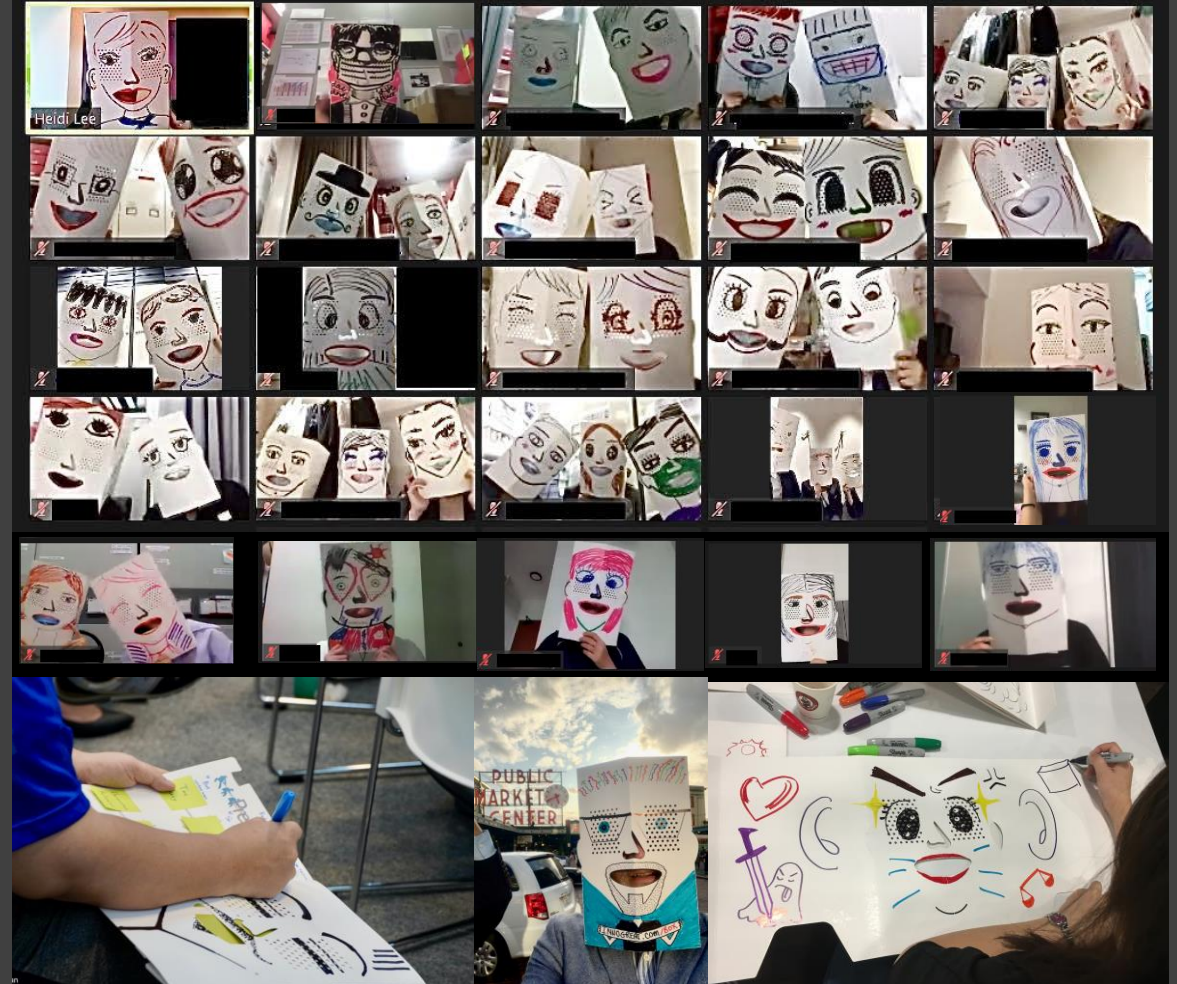
- In March 2020 I ran the first Hack your Box session.
- Donated nearly 100 sessions to more than 2,000 people in 2020.
- Trained up 70 people in the Hack your Box methodology.
- Co-created applications in:
  - Sustainability with Alice Richard
  - Inclusion with Shilpa Subramaniam
  - Leadership with James Bishop
  - Creativity with Valary Oleinik.



# Hybrid Box Released

- Combined the learning from 10 years of face to face programs with 100 virtual box programs to create a hybrid program.
- Combines:
  - The Box (shipped)
  - The Box Book (digital)
  - E-Learning Pre and Post Course
  - Virtual Box Experience Workshop

## Upgrade Your BOX: The Hybrid Experience





Level Up your corporate learning and development programs, employee onboarding, training, or adult classroom with gamification – a cutting-edge strategy to motivate and engage employees, customers, and students.



Hosted by Monica Cornetti, CEO of Sententia Gamification and Gamemaster of GamiCon.

Monica's guests include L&D Professionals, Adult Educators, and Platform Providers who give you tips, tools, and techniques to for your training, talent development leadership, and employee engagement toolbox.

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