

	 <h2 style="color: green;">Go Wild Newsletter</h2> <p style="color: green;">with Rosemary Rein Ph.D</p> <p style="color: green;">"Because Life is a Learning Adventure"</p>
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<p>edition: #28 Jan/Feb/2009</p>	<p>Leadership, Customer Service and Sales Training, Team Building, Executive Retreats, Creativity Safaris and Annual Conventions. - View Rosemary's Training Programs at <a href="http://www.gowildgogreat.com">www.gowildgogreat.com</a></p>

**In this edition: Go Wild! GO GREAT News:**

- - **WOW! Them with the Monkey!** Free on-line survey tool helps you connect with the Head & Heart of Employees and Customers
- - **How do you plan to survive and thrive in the financial crisis? Take the Monkey Survey!**
- - **Create a Think Tank/and Survive and Thrive in the Economy!**



**WOW! Them with the Monkey!** Free on-line survey tool helps you connect with the Head & Heart of Employees and Customers

I am always looking for tools that benefit businesses and help them to keep connected to the voice and heart of customers, prospects and employees. It is my belief that indeed listening to these voices will keep you always on top of times, trends and the truth. This Free On-Line Survey Tool will help just about any Business Owner, Non-Profit Executive, Marketing/Customer Service HR/Professional and or Individual. Here's how it can help and here's how it works:

The Survey Monkey found at [www.surveymonkey.com](http://www.surveymonkey.com) has easy geek proof design templates (I'm talking minutes) to create your survey instrument. You write the questions with the help of menu options and receive an internet address linked to your survey. The computer does all the rest while you sit back with real-time collection and analysis of the survey responses. A professional report tabulates responses and gives you a complete survey analysis. Note: The free version of surveymonkey limits you to 10 questions (a good number in the survey world) but the upgrade is also quite affordable and flexible to individual and organizational needs.

**Here's just a few ways to put the monkey to work:**

- Use as a market and product research tool
- Design an Employee Engagement Survey
- Use as a Pre and Post Training Evaluation Instrument
- Create a survey and connect to your blog/web-site
- Design Customer Service Surveys
- Gather data from team members, customers and prospects about a particular question/challenge
- Survey customers who have left you about the reason(s) why
- A Family and or Friend's Survey! (Make it a fun communication tool for the family to determine where you should go on vacation, host next year's reunion or determine group consensus on just about any issue)



**How do you plan to Survive and Thrive in the Economic Crisis?**

Try It: *Here's a Quick Survey we recently designed using the Monkey Survey Tool on a timely topic to us all "How to Survive and Thrive in the Economic Crisis?" Take the survey and share with us how you plan to stimulate your Personal and/or Business Economy. You will also see how the survey works as an end-user and how we use it to educate both clients and prospects about our Business Ideation Workshops and Corporate Training Programs. Take the Survey at the link [HERE](#)*



### Create a Think Tank & Survive/Thrive the Economy

We all know that it's no time for Business as Usual. The good news amidst the bad economic news is this: "*Revolutionary Business Ideas--if not miracles are certain to occur during this economic crisis*" and the reason is Painful: **Organizations and individuals need Pain to Change.** Pity, but its true. We don't give up smoking until we can no longer endure the cough. We don't diet until we see the painful picture and we don't change our business model until we have enough pain/loss to look at other options. Or is there another option? Imagine having a Think Tank before you need one? Imagine creating one now. Imagine Creative Thinking as a Year-Round Process and not a Crisis Situation Room.

For years I have been asked about the ROI on "Business Ideation and Creativity Sessions" that force Executives and Teams to "forget about what is and imagine what could be". While many companies talk about having innovation and creativity in their organizations and in their annual reports, the number of companies that host annual ideation sessions or think tanks and have a Chief Creativity Officer is much smaller. Note: Those that do tend to be on the list of the most progressive companies. That is until now....Now there is sufficient pain to seek creative solutions and business revolutions!

**Green Light Thinking!** Contact us for a **Free Creativity Kit** to setting up a Group/Think Tank/Business Ideation Program in your organization, or plan a Now to WOW! Strategic Retreat. Our programs include Ideation Sessions that tackle critical business challenges, a "Train the Trainer" Program to establish year round creativity work sessions and a Tool-box of Creativity/Business Ideation Tools used by the most progressive think tanks. Write [rosemary@gowildgogreat.com](mailto:rosemary@gowildgogreat.com) and get year-round creative thinking working for your organization.



See Rosemary live in two workshops she is presenting on Creative Ideation at the Atlanta Creativity Exchange Friday, March 27th & Saturday, March 28th, 2009 in Atlanta, Georgia.

The ACE Conference includes an award-winning International Faculty presenting 90 minute jam- packed sessions that will help you and your organization discover your inner genius.

See you in Atlanta! Register Today! [www.atlantacreativity.org](http://www.atlantacreativity.org)

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