

WHY JORDAN AYAN?

- > When Jordan Ayan talks about innovation, technology, and creativity, global corporations and successful entrepreneurs sit up and pay attention. His unique insights have helped industry leaders profit from effective creative applications of new technology. They've also allowed participants to successfully inspire innovation in every workforce.

Jordan does it through results-based programs that are explored in sessions highly-tailored to each company. His creative thinking has earned his Chicago-based company, Create-It! Inc., an extensive client roster of organizations looking to cost-effectively increase innovation utilizing technology.

Jordan's expertise comes from hands-on experience as both an entrepreneur and founder of a technology product division for the Dun & Bradstreet Corporation. While there, he orchestrated a strategic alliance with American Express resulting in the development of the leading on-line service, FastDataSM.

He also has developed an individual creativity model called C.O.R.E.[®] which focuses on helping individuals increase their creative freedom. One of his best-selling books "Aha! - 10 Ways to Free your Creative Spirit and Find Your Great Ideas" (Random House), is a Money Book Club selection and has been translated into Korean, Chinese, Russian, Spanish, Indonesian, and Portuguese.

Besides writing bestsellers, Jordan and his deep knowledge of corporate technological needs has led to appearances on CNN, ABC, FOX News Channel and NPR and has been selected by Tom Peters as one of his "Cool Friends".

The Difference Is Depth.

Unlike many speakers whose idea of customizing a speech is getting you to fill in a questionnaire, Jordan spends many hours ensuring that his topic is truly relevant by customizing the presentation to the audience's level of experience and the business's need.

From in-depth interviews with a sampling of the audience prior to the presentation to extensive on-line resources, such as his trademarked electronic handouts and his popular content-rich electronic newsletter "Executive Technology Briefing" that can be referred to after it, Jordan delivers far more than just a few inspiring words.

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IN THE OFFICE

- > When Jordan speaks, it's not an academic exercise. As the founder of **Create-It! Inc.**, he has over a decade of consulting expertise focused on helping companies develop strategic technology initiatives that creatively leverage emerging business technology.

Underlying Create-It! Inc.'s success is a focus on results. A good example of this has been the recent rush to the Web as a new channel of business. Lost in the glamour of new technologies has been some old business common sense and proper accountability. Create-It! Inc. takes good solid strategic thinking and translates it into a system that delivers not only a consistent, hard-hitting message across intranets, extranets, e-mail and the Internet, it also delivers results.

Create-It! Inc. starts by identifying the strengths and weaknesses of your existing organization. They then identify and differentiate short-term tactical needs and long-term strategic goals and develop a cohesive, coherent execution that meets all your needs. This includes:

- Promoting websites
- E-mail and permission-based subscriber mailing
- Domain name acquisition and management
- Search Engine Optimization (SEO)

Create-It! Inc. delivers attainable, realistic innovations that are not only evident in multiple media, however they are also seen somewhere far more important -- on your bottom line.

TECHNOLOGY

> **Business in the Age of Disruption**

What's new in the New Economy? With the ever-changing technologies of the Web, creating brand new business models that really work can be very difficult. Over the next decade, the dynamics of the traditional supply chain and customer relationship will change dramatically in many industries. Jordan reveals the strategies that will prepare companies to effectively handle the new rules in this Age of Disruption, and how this potent new tool should be incorporated into a successful business future.

Time: One hour to 90 minutes

> **Moving your Business through the Technology Maze**

Join Jordan for a cutting-edge look at the complex, ever-evolving world of technology. Using terminology that takes participants to the next level of understanding, Jordan describes the emerging technological forces and how to leverage unrelenting change to your advantage. This fast-paced, informative session will be immediately useful to participants who will take home a greatly expanded understanding of technology trends and an improved "comfort level" with the major aspects of high tech.

Key concepts include:

- Pivotal technology tools and how to use them strategically
- Harnessing the power of technology
- Making smart technology decisions

Time: One hour to Four hours

> **The Power of "E": The Future of Electronic Marketing and E-commerce.**

With the demise of so many "dot-coms", many have wondered if e-commerce is dead. It's not only alive, it's maturing into an essential sales and marketing tool. This fascinating session explores the framework of how e-commerce on intranets, extranets, e-mail and the Internet has evolved and how it will impact the future. Jordan emphasizes how to use electronic commerce as a core success driver, and how to keep competitive positions strong.

Major topics covered include:

- Developing strong customer relationships over the Web
- The new level of customer loyalty
- Translating innovative use of the Internet into bottom line results

Time: One hour to Three hours

TECHNOLOGY

(continued)

> **The Advantage Business Strategy Game™**

Strategic planning almost always fails to yield a true competitive advantage, because the process tends to focus on financial rather than strategic goals. Leading futurist Daniel Burrus has developed the Advantage Business Strategy Game™, Jordan has been trained and licensed by Dan to conduct this highly interactive card game that creates a short list of strategic imperatives and a comprehensive plan of action for shaping the future of your organization.

Important points covered include:

- Leveraging your uniqueness in the market place
- Building trust within your electronic relationships
- Ensuring relationships will endure the rigors of time, price, and competitive pressure

Time: Half day

CREATIVITY

> **Unleashing Your Creativity**

Locked inside every employee is a wealth of creativity that given the right stimulation can be transformed into profit-enhancing procedures. In this session Jordan shows the latest ways to generate creative ideas and innovative problem-solving techniques that can be applied to a whole range of business situations.

Pivotal points include:

- Freeing up creativity in groups
- Concrete steps to creative problem-solving
- How to generate fresh, new, high-energy ideas

Time: One hour to full day

> **'Aha!' The Keys to Your Great Ideas**

How do leading organizations use creativity at all levels to solve problems and improve methods? That's just one of the many secrets of innovative success that Jordan reveals in this highly acclaimed speech. He walks audiences through the C.O.R.E.® (Curiosity, Openness, Risk, Energy) model they can use to increase their creative potential, and to reach the source of chronic problems and invigorate their businesses.

Key points include:

- Understanding your own creative abilities
- Developing ideas as a team
- Taking action with your ideas

Time: One hour to full day

WHAT PEOPLE ARE SAYING

- > "Congratulations on a very fine presentation at our conference last week in Monte Carlo. Your presentation was very appropriate, as it illustrated the opportunities which are being created at an alarming pace. We will be working with you again in the future."
- John Young, President & CEO
Wolseley, PLC
- > "Your wonderful mix of humor and penetrating thought brought home the importance of creativity in our workplace. We will make a concerted effort to use the principles that you have shared with us."
- Dr. Joseph S. Heyman
Langley Research Center, NASA
- > "Once again, your session received rave reviews. It reinforces our rationale for having you back for the third time at our national management meeting."
- Jim Prusa, Director of Education
Special Equipment Market Association
- > "Fantastic - Best speaker I've seen yet."
- Kim Baker
Managing Director, eBillXchange
- > "Our only regret was that we didn't have enough time to hear more of your fascinating presentation. I felt that we had only scratched the surface!"
- Rachel Blank
Director, Northwestern University School of Speech
- > "Jordan alone was worth the trip! Excellent - highly appropriate - very helpful - right on!"
- Donald J. Farley
Director of Marketing, Forging Industry Association
- > "When you talked to our dealers from around the world last year, you opened their eyes-and mine-to the message of how the Web is changing our industry. And the change just keeps coming. That's why we're having you back for a return engagement this year."
- Director of Training
Harley-Davidson University
- > "Candidly, Jordan, I can only recall one keynote speaker at any of our prior 17 conferences who even came close to generating the "buzz" that your session created. That buzz went on through the entire conference...Many speakers are entertaining; many speakers are informative; however, few can combine the two qualities, and fewer still can do it the way you did."
- Ronald F. Friedman
President, COO, Group 1 Software
- > "It was a pleasure working with someone as upbeat, thorough and genuinely interested in their audience as you are. I hope NFPA has the opportunity to work with you again in the future."
- Leslie Miller
Conference and Meeting Planner, National Fluid Power Association

CLIENT LIST

- > **Aerospace**
 - Allfax
 - AlliedSignal Aerospace
 - Lockheed - Martin
 - NASA
 - Northrop Grumman
- > **Associations**
 - American Bankers Association (ABA)
 - American Dental Association
 - American Federation of Teachers
 - American Healthcare Radiology Administrators
 - American Society of Association Executives (ASAE)
 - American Telemarketing Association (ATA)
 - Barber and Beauty Supply Industry (BBSI)
 - Chicago Association of Direct Marketing (CADM)
 - Construction Industry Mfg. Assn. (CIMA)
 - Detroit Direct Marketing Association
 - Direct Marketing Association (DMA)
 - Forging Industry Association
 - Formalwear Industry Association
 - Illinois Case Management
 - Instrument Society of America (ISA)
 - International Association of Exposition Managers (IAEM)
 - International Franchise Association (IFA)
 - Internationals Quality Product Center
 - Monument Builders Association
 - National Association of Realtors
 - National Association of Store Fixture Manufacturers
 - National Committee for Quality Assurance(NCQA)
 - National Council of University Research Administrators(NCURA)
 - National Education Association (NEA)
 - National Spa & Pool Institute
 - National Wood Flooring Association
 - Northern Illinois Business Association (NIBA)
 - Professional Secretaries International
 - SAAGNY
 - Specialty Equipment Mfg. Assn. (SEMA)
 - Women's Direct Response Group (WDRG)
 - Workforce Institute of Ohio
- > **Construction**
 - Clark Construction
 - Construction Industry Mfg. Assn. (CIMA)
 - Decra Roofing
 - Famillian Northwest
 - Illinois Power Company (Illinova)
- > **Consulting**
 - Andersen Consulting
 - Arthur Andersen
 - Deloitt & Touche
 - Matrix Information Consulting
 - PricewaterhouseCoopers
- > **Direct Mail**
 - Metromail Corporation
 - Rodale Press
- > **Financial**
 - American Bankers Association (ABA)
 - BB&T Bank (North Carolina)
 - Canadian Imperial Bank of Commerce (CIBC)
 - Freddie Mac
 - Indiana Credit Union League
 - Lorain County Title
 - McBee Systems
 - People's Bank
- > **Health**
 - American Healthcare Radiology Administrators
 - Baxter International
 - Medispan
 - National Committee for Quality Assurance(NCQA)
 - National Council of University Research Administrators(NCURA)
 - Padios Health Care
- > **Media**
 - Clarkson Potter
 - Inc. Magazine Customer Service Conference
 - National Public Radio (guest)
 - Random House
 - Rodale Press
- > **Packaged Goods Manufacturing**
 - Binney & Smith (Makers of Crayola's)
 - Cenex/Land O Lakes
 - Coca-Cola Company, The
 - Kimberly Clark
 - Tetra-Rex Packaging
- > **Retail**
 - Calumet Photographic
 - Country Sampler
 - Harley-Davidson
 - International Franchise Association (IFA)
 - International Resourcing
 - National Association of Store Fixture Manufacturers
 - National Spa & Pool Institute
 - National Wood Flooring Association
 - Successories
 - Wolseley (UK)
- > **Service**
 - All State Legal
 - Allfax
 - Apollo Travel Services
 - Calumet Photographic
 - Examco
 - Group One Software
 - Hotel Sofitel
 - Wolseley (UK)
- > **Technology**
 - Cabletron
 - Continuous Software
 - Digital Solutions
 - Information Week Magazine
 - Jupiter Communications
 - Motorola
 - NASA
 - Systems Innovators
- > **Telecom**
 - AT&T
 - Bellsouth
 - Cabletron
 - GTE
 - Lucent Technologies
 - Motorola
 - Sprint

ON THE BOOKS

> **'Aha!' The Keys to Your Great Ideas**

Behind every successful venture, there's a great idea. Maybe you haven't found your great idea yet, or you've always thought you "just weren't the creative type." Jordan Ayan's accessible and entertaining books will give you the confidence to listen to your own creative spirit, and help you find the breakthrough you've been seeking.

Based on the notion that creativity is a life skill that must be continually cultivated, Jordan Ayan offers strategies for finding and harnessing inspiration - wherever and whenever it occurs.

His books offer insight on how travel, reading, the arts, new technology, journaling, and more can form the basic building blocks of a more creative and rewarding life.

> **Ignite Your Creative Spark -- 20 Ways to Fire Up Your Imagination**

The future will belong to those who create and innovate. And the best way to meet your challenges is to understand how you can maximize your natural talents and apply them in to the most effective way.

"Ignite Your Creative Spark -- 20 Ways to Fire Up Your Imagination" is a guide designed to provide the reader with a new level of creative understanding it introduces some easy-to-use tools that will inspire new vistas of creative exploration.