

Animal Crackers



*The serious, step-by-step way to crack your toughest
business problems using the genius of Natural Selection*

Book Proposal

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Animal Crackers is a self-contained, step-by-step system for solving serious business problems, alone or in a collaborative effort.

How it works. Based on intensive study and long-term research of the creative process in geniuses from all fields, the authors provide a clear roadmap for finding brilliant solutions to the most difficult and intractable business problems.

Why it is unique. *Animal Crackers* not only helps guide creative thinking, it also provides specific, solution-directed content that stimulates on-target ideas. It begins by taking the user through the mental preparation required to recognize breakthrough ideas. Next it presents hundreds of carefully categorized problem areas called Animal Territories, which offer fascinating examples of highly targeted animal adaptations. Finally *Animal Crackers* assists the user in transforming the most promising ideas into exceptional solutions.

Natural Selection. Recent research strongly suggests that the human creative process is evolutionary in nature and seems to mirror the ideas set forth by Charles Darwin in his works on the origin of species. We have taken Darwin's work and translated it into a system we call the Natural Selection process for developing and implementing breakthrough business solutions.

Why animals? Countless inventions and insights have been inspired by animals. *Animal Crackers* simply directs users to the animal adaptations most likely to inspire the breakthrough thinking they need to “crack” their specific business problem. Aside from setting *Animal Crackers* apart, the use of animals as random stimulation makes the book all the more intriguing and enlightening. From childhood on, most of us develop a keen curiosity and affinity for our fellow animals. Many of the animals we use as examples in *Animal Crackers* are familiar and all of them endear us with the ingenious ways they deal with the challenges of survival.

Materials Three sets of cards, three recording forms, and a manual.

Animal Crackers Manual Provides a thorough explanation of background and theory, step-by-step instructions for using the cards and forms, and an example of a successfully resolved business problem using the Natural Selection process.

The Natural Selection process is divided into three parts—Extinction, Mutation, and Selection—reflecting Darwin’s three-step process of evolution.

Extinction The first section helps the user unload and discard all the ideas, patterns, habits, and prejudices that have failed to resolve the problem.

Mutation The second section begins with a search for the appropriate animal and the adaptation that has allowed it to flourish. The animal’s evolutionary behavior contains the seeds of the solution to the business problem. After choosing the most promising animal adaptation, the user discovers surprising new ideas for resolving the business issue.

Selection In the final section, the user modifies the idea in a way that preserves all its value and eliminates its deficiencies.

Cards Three sets. One set is two-sided, containing Territories on the front and Animals on the back. These are used in the Mutation section. The other two sets are the Survival and Extinction series used in the Selection section.

Forms Three forms—Extinction, Mutation, Selection—for recording responses to questions in the corresponding sections of the manual.

By way of its authors, Steve Grossman and Peter Lloyd, *Animal Crackers* embodies more than 30 years of international problem-solving, creativity, and innovation consulting experience with many Fortune 500 companies. They are recognized internationally as innovation experts by the corporate and consulting communities. Their combined résumés include hands-on innovation with corporations that lead the world in the production and marketing of consumer package goods. They have advised artists, performers, educators, administrators, and top-level executives. Both authors have been published and continue to write for online and print publications.

Complete author bios are attached and online at
<http://gocreate.com/animal/authors.htm>

Perhaps nothing is more important to a company's success than innovation. Most executives charged with inspiring innovation—from generating new-product pipelines to framing top-level corporate strategy—will tell you that getting ideas is relatively easy. Getting the right idea and making it work is a more daunting challenge. Clearly a tool that can deliver the best solutions to tough business problems would be invaluable.

Our field tests with front-line innovators and select creativity experts demonstrate that *Animal Crackers* really works. It makes getting and implementing the right idea amazingly simple. We have the tool that innovation practitioners will find indispensable for solving the most difficult and intractable business problems. Better yet, our tool is not a book, not a deck of cards, not a one-off publishing event. *Animal Crackers* represents the flagship of an innovation tool industry.

Animal Crackers begs to be spun off as a subscription product that delivers annually updated decks of cards featuring new Animal Territory cards from nature's inexhaustible supply of animal adaptations. The authors continue to collect and write new animal content and are eager to prepare Animal Territory cards to target new markets—entrepreneurs, parents, children, educators, and specific industries such as health care, financial services, as well as professional markets such as doctors, lawyers, accountants, etc.

Finally, nature offers us an endless supply of problem-solving inspiration from specific categories of animals, the plant kingdom, and all manner of human ingenuity found in art, music, history, sports, military, religion, science. Imagine the *Animal Crackers* process driven not by animals but by the problem-solving inspiration found in the plant world, the world of sports, the world of insects... the opportunities are infinite!

How *Animal Crackers* is different.

Effective creativity involves a whole range of cognitive and attitudinal shifts which available products do not provide. *Animal Crackers*, on the other hand, accomplishes all this with several unique features:

1. It mirrors the entire internal mental process of profoundly creative people.
2. It is based on long-term study and 20 years of personal experience in teaching and practicing comprehensive creative performance in business.
3. It is consistent with recently published insight by academics and well-known practitioners.
4. It leads users through all the preparatory work required to extinguish habitual mental ruts.
5. It prepares users' minds for the onset of the creative experience.
6. It focuses the search for creative breakthroughs by providing specific areas for mental investigation based on users' response patterns.
7. It guides users in the development of the right type of recognition system so they appreciate and take full advantage of a wonderful idea when it presents itself.
8. It helps users take a potentially powerful raw idea and perfect it, resolving all the pitfalls and hidden dangers that can sabotage or short-circuit an innovative solution.
9. It is a fun, easy-to-use, self-contained kit for business people.
10. Most importantly, it requires no special skills or outside facilitation.

Who will use *Animal Crackers*.

Animal Crackers will be extremely useful in several professional markets:

1. Decision makers in all types of commercial enterprises who see creativity and innovation as key ingredients to business growth.
2. Non-profit and government institutions who seek to create positive community change in spite of the difficult hurdles and challenges that increase every day.
3. Individuals who see creative behavior as a key that will unlock doors to psychological, physical, financial, and spiritual health.
4. Change agents—entrepreneurs who are trying to create a personal financial and social impact as well as intrapreneurs, with the same goals as part of a larger business setting.

5. Change receptors—people who must be creative in response to executive mandate.

What the reviewers say.

Michael Michalko

Author of several leading creativity books including ThinkerToys (2006) and Cracking Creativity (2001), and Thinkpak: A Brainstorming Card Deck (2006) both from Ten Speed Press

I have read and heartily endorse Animal Crackers. Peter Lloyd and Steve Grossman have put together a delightful product which distills the thoughts of many brilliant minds from industry, science, and the arts. I can't help but feel that this will not only be hot seller but will provide a clear roadmap to breakthrough solutions, which is what the market is waiting for.

Roger von Oech

Leading creativity author of the Innovative Whack Pack (US Games 2003), A Whack on the Side of the Head (Business Plus 1998), and A Kick in the Seat of the Pants (Harper 1986).

Take a good look at Animal Crackers. It's a unique exploration of proven creative strategies. I think you will be pleasantly surprised. It has good insights about getting ideas, being more innovative, and tapping into your creative resources.

Arthur B. VanGundy

Author of a long list of creativity books including:

- *Orchestrating Collaboration at Work (Jossey-Bass/Pfeiffer, 2003)*
- *Techniques of Structured Problem Solving (Van Nostrand Reinhold, 1988)*
- *Brain Boosters for Business Advantage (Jossey-Bass/Pfeiffer, 1995)*
- *Brain Boosters for Business Advantage (Jossey-Bass/Pfeiffer, 1995)*
- *Creative Problem Solving: A Guide for Trainers and Management (Quorum Books, 1987)*

Animal Crackers is a BIG, BOLD book idea. It breaks away from the current crop of creativity books. It's use of a biological metaphor is a brilliant parallel with how we borrow many technical solutions from nature. It is cutting-edge because it rides in

the same herd with such visionary thinkers as Peter Senge and his new biological theory of the learning organization.

Animal Crackers would be ideal for trainers and consultants looking for a fresh approach to creative problem solving training. For that matter, it would be a thoughtful read for anyone interested in new perspectives in their lives.

Although we understand that our publisher will guide us the in the final design of *Animal Crackers*, we have hired a designer to illustrate how the product might look.

An eight-page presentation is attached.

Bookstore shelves are full of books telling people how to be more creative. This growing market includes scholarly works on the nature of creativity, practical methods for generating ideas, and many other approaches. Clearly creativity is a subject of interest to many readers.

Within this market the authors have identified at least three kinds of creativity books.

1. Step-by-step problem-solving processes
2. Books that provide problem-solving guidelines
3. Books that teach problem-solving skills

Animal Crackers clearly fits within the first category. It takes the user, step-by-step through the most effective problem-solving process ever developed. The very process used by the world's greatest inventors and creative geniuses. The same process nature has used for billions of years to create the universe. We have not found another book that does this.

However, within the first category, the book clearly most like *Animal Crackers* would be **Systematic Innovation: An Introduction to Triz** (1998) by John Terninko, Alla Zusman, and Boris Zlotin. *Systematic Innovation* helps scientists, engineers, and technicians solve problems by leading them outside their own fields with suggested solutions from other fields of science or technology.

Michael Michalko, in his most recent book, *Cracking Creativity*, writes, "Genius is analogous to biological evolution in that it requires the unpredictable generation of a rich diversity of alternatives and conjectures."¹

¹ Michalko, Michael; *Cracking Creativity*; (Ten Speed Press), page 6.

Animal Crackers not only leads users beyond other fields or beyond their own business experience, it takes them outside their species and points to completely unexpected and surprising solutions from animal life. No other book provides such a clear roadmap for navigating this process as well as the unpredictable stimulation necessary to break through to a rich diversity of original ideas.

Two books by Edward De Bono also provide a basis for comparison with *Animal Crackers*. The first, **Six Thinking Hats** (1986), uses deliberate role-playing to lead the thinker out of normal experience into imaginary thinking. In De Bono's internationally known bestseller, **Lateral Thinking: Creativity Step-By-Step** (1990), the author demonstrates how creative thinking can be developed. Unlike *Animal Crackers*, however, neither book provides the reader with systematic yet unpredictable stimulation.

The Ideal Problem Solver: A Guide for Improving Thinking, Learning, and Creativity by John D. Bransford (1999) and **Everyone's Problem-Solving Handbook: Step-by-Step Solutions for Quality Improvement** by Michael R. Kelly (1992) outline the problem-solving process, step by step.

The first uses the acronym *Ideal*—Identify, Define, Explore, Anticipate and Act, Look and Learn. Similarly the latter outlines a five-step problem-solving process and introduces 14 tools. Once again, while both books walk readers through the problem-solving process, neither supplies the indispensable random input that separates creative thinking from genius thinking.

Finally, we can compare *Animals Crackers* to a number of tools for supplying the random stimulation we are so keen on. Some provide cute idea-generating techniques for resolving difficult business issues. Others take the form of high-powered software applications—IdeaFisher (a Thesaurus-like idea and concept generator) and The Invention Machine (embodying the TRIZ process mentioned above). These products very successfully stimulate their users and help them see new perspectives and unusual ideas. They can even lead users to the right idea and making it work.

Undoubtedly the most successful product in this group is Roger von Oech's **Whack Pack**. With or without its accompanying instruction book, the *Whack Pack* offers an outstanding way to boost creative thinking and lead to unexpected solutions. It was not meant to serve as a comprehensive, problem-solving system, like *Animal Crackers*.

Both of the authors are eager to promote their work and to invest substantially in the success of long-term publishing business built on a series of *Animal Crackers*-like products. Our efforts will include public appearances, product-usage training and consultation, media support, and continuous internet promotion.

Investment

The authors will match the publisher's consumer promotion budget up to \$100,000. With the advice of our publisher, we will hire a well qualified publicist such as Planned Television Arts to arrange and coordinate our publicity efforts. Author Peter Lloyd is currently working under the direction of a public relations agency promoting his novel, scheduled for publication January 1, 2008. We will consider using this agency based on its performance.

Public Appearances

As veteran speakers and active creativity consultants, who help Fortune 500 companies generate profit-building ideas, vigorously promoting *Animal Crackers* fits seamlessly into our repertoire of activities.

We have already presented and demonstrated *Animal Crackers* to hundreds of potential users, principally to test and improve the product. These appearances and our continuous networking have garnered invitations to present *Animal Crackers*. So far we have declined such invitations to appear, since *Animal Crackers* is not professionally published.

Upon publication, the authors will seek and accept as many invitations as possible. Since there are two of us, we can double our exposure. Based in Philadelphia, Stephen Grossman will appear as often as possible, up to ten times a year in Philadelphia, New York, Boston, Baltimore, and throughout the east coast. Working outward from his base in Cincinnati, Peter Lloyd will do the same in Cincinnati,

Dayton, Indianapolis, Louisville, Columbus, Cleveland, Detroit, Chicago, Minneapolis and throughout the Midwest.

In addition, every year Peter Lloyd participates in more than a dozen idea-generating events with major corporations. Stephen Grossman plans to attend several creativity and marketing seminars and conventions across the country each year. Between the two of us, we will meet a hundred vice-president-level executives and thousands of innovators, inventors, research and development practitioners, marketing executives, and the like. We will promote *Animal Crackers* at every opportunity in our role as innovation consultants.

The authors have solid contacts within a number of creativity and innovation organizations such as the Creative Education Foundation and the Innovation Tools website. The following is an incomplete list of these and other conferences that provide a proper forum for demonstrating, promoting, and selling *Animal Crackers*. We will solicit all of these organizations for the opportunity to present.

Creativity and Innovation Conferences

Creative Education Foundation	Winterfest
Creative Education Foundation	International Creativity Conference
Innovation Network	Innovation and Creativity Conference
Future Problem Solving International	
American Creativity Association	
Alden B. Dow Creativity Conference	
The Next Idea Creativity Conference	
Conference Board Growth and Innovation Conference	

Organization Sales

It's reasonable to expect enthusiastic support from organizations that promote the better understanding and protection of animals—zoos, natural history museums, animal rights organizations, and the like. We anticipate bulk sales of *Animal Crackers* through a number of animal- and nature-related organizations. We will

offer such organizations the opportunity to sell *Animal Crackers* through their catalogs and websites.

We have already begun to approach zoos in the United States and Canada positioning *Animal Crackers* as a product that promotes the appreciation of animal life and serves as a tool for organizational fundraising.

The following is an incomplete list of conferences staged by these kinds of organizations. We will solicit all of them for the opportunity to demonstrate, promote, and sell *Animal Crackers*.

Animal- and Nature-Related Conferences

International Conference on Parallel Problem Solving from Nature

Humane Society Conference

Animal Rescue Conference

Wildlife Conference

Animal Rights National Conference

Association of Zoos and Aquariums Conference

NextSteps Animal Conference-Canada

International Zoo Educators Association

Repeat Sales

We have already sold dozens of *Animal Crackers* kits in its self-published form. One international, Fortune 500 corporation has already re-ordered 20 more units. We plan to offer all our current customers the opportunity to buy the professionally published version at a discount with even greater discounts for large orders. In addition, we will offer all buyers a financial incentive for sales attributed to their recommendations of *Animal Crackers*.

As mentioned earlier, we will work energetically to provide and sell all of our new customers periodic updates of Animal-Territory cards. We feel that *Animal Crackers* should eventually be sold with a subscription to regular card updates. We will build

product loyalty by encouraging customers to contribute animal adaptations for future publication. We will reward them for contributions we accept and publish.

Training and Consultation

Animal Crackers is easy to use and works well in the hands of the uninitiated. However, like most complex tools, it works even better in the hands of individuals who have been trained to get the most out of it. The authors see themselves training groups how to get the most out of the product. We have already staged one-day seminars called Creative Animal Safaris at the Cincinnati Zoo and Columbus Zoos in Ohio.

We will continue to stage Creative Animal Safaris for the general public and for corporation training programs. These training and consultation appearances provide a great opportunity to introduce users to the ever-expanding library of tools we will develop along the *Animal Crackers* model. Sales in these situations will consist of large-quantity orders for entire corporate departments. We estimate sales from our training and consulting efforts to number in the thousands.

For more information about Creative Animal Safaris, please visit <http://gocreate.com/zoo>

Personal Endorsements and Commitments

The authors will not be the only creative professionals behind *Animal Crackers*. Michael Michalko writes in his recommendation to Steve Grossman, “I’m looking forward toward seeing the published product, which I will recommend to prospects in my travels.”

Marco Marsan, president of the world-renown new-product-development company Marco Polo Explorers has co-authored two books with Peter Lloyd. He has committed wholehearted support to the success of *Animal Crackers* and promises to incorporate the process into the arsenal of the idea-generating processes he uses and recommends to his roster of international Fortune 500 clients.

Chuck Frey, creator and operator of the Innovation Tools website describes and endorses *Animal Crackers* on his site. He has promised to continue his enthusiastic promotion.

Our publisher can reasonably expect cover quotes, a forward, or other promotional comments and reviews from the likes of Roger von Oech, Arthur VanGundy, Michael Michalko, Marco Marsan, and Chuck Frey.

Media

With the help and guidance of our publicity agent, we will create a comprehensive media kit containing sample Animal Territory Cards, the Animal Crackers Manual, author bios, expert testimonials, new clippings, and fact sheets about our ancillary products.

We are confident we will be able to garner coverage from the leading business newspapers and magazines, such as the Wall Street Journal and Fortune. Under the direction of our publicist, we will solicit international as well as regional business publications and broadcast media, seeking feature articles, interviews, and regular features.

Clearly *Animal Crackers* lends itself to a syndicated column offering advice on how to find solutions using animals and nature as inspiration. We will first approach mainstream publications and international syndication companies for the opportunity to provide this kind of content. If rejected, we will offer the content to regional business newspapers and magazines. In addition, we plan to approach creativity and innovation organizations about offering our column content to their publications and websites.

In anticipation of our aggressive media effort, we have created humorous songs about animals and a group of proposed radio commercials for zoos and other animal-related organizations, called Wild Ideas. Each radio vignette offers personal creativity advice based on *Animal Crackers* content. All audio can be heard on the Animal Crackers website: <http://gocreate.com/animal>

We will also work to establish co-promotional relationships with television broadcast programs such as Animal Planet, Nature, National Geographic, and the like.

Internet

Author Peter Lloyd operates gocreate.com, a website devoted to promoting creativity and creativity products, including *Animal Crackers*. Currently Google Analytics shows that the site attracts more than 14,000 page views a month. The *Animal Crackers* pages see hundreds of visitors a month. These pages describe and sell *Animal Crackers* in its beta version—our self-published deck of Animal Territory cards. Even in its homemade form *Animal Crackers* attracts buyers who are more than satisfied. We offer a money-back guarantee that has never been requested. *Animal Crackers* is already attracting buyers and repeat sales with little or no promotion.

Ancillary Products

A practical and convenient way for advertisers to promote their animal-related or innovation-related products or services with friendly and informative, thought-provoking messages. All based on the Animal Crackers problem-solving process and Creative Animal Safari Applied Natural Selection programs at your local zoo. We have produced Wild Ideas—radio commercials featuring animal adaptations tied to thought-provoking, self-help messages. Each message is designed to introduce and conclude a 30-second commercial message.

For more information about Wild Ideas, animals songs, and all Animal Crackers information, please visit <http://gocreate.com/animal>

Conclusion

The authors seek a committed publishing partner who will guide our ambitious plans. We intend to give the world more than one book. Rather, we see a continuous flow of problem-solving products based on the *Animal Crackers* model. We hope that our success to this point, with nothing more than a homemade product, clearly signals our determination to make *Animal Crackers* a problem-solving industry.