



I D E A A R C H I T E C T S

building communities of ideas and idealists

Idea Architects is a home for ideas and idealists. It is a safe space for individuals and organizations wanting to build their capacity to generate powerful and provocative ideas. It is a place where creativity and curiosity are celebrated ... diverse perspectives are valued ... community is championed ... and personal initiative is embraced.

With our colleagues, clients, and friends we seek to build environments where the impossible is made possible, where great dreams are realized, and where inventiveness and ingenuity are seen as hallmarks of great thinking. We believe great ideas come from ordinary people engaged in honest inquiry with others about compelling

questions that matter. We know that **design matters** and we take great care to craft programs and materials that are aesthetically appealing and that leverage the power of design to stimulate insight and interest.

We draw from an ever-increasing array of disciplines including organizational leadership, group dynamics, marketing, systems thinking, anthropology, poetry, psychology, and visual design. We use them to **construct learning experiences** and environments that participants frequently describe as feeling like *home*:

a comfortable space where they can simply be themselves surrounded by the support and interests of others. Adult learning theory and diverse learning formats serve as the foundation for our educational sessions consistently rated among the best at major conferences. Our strategic planning processes promote sustainable inquiry and action long after the sessions themselves conclude.

Our principal Idea Architect is Jeffrey Cufaude, a recognized leader in the design and facilitation of provocative learning and strategy development experiences. For almost 20 years he has helped individuals and organizations envision greater possibilities. He has a consistent record of accomplishment whether serving as a student affairs staff member at two major universities; the executive director of two national associations; or as a writer, thinker, and strategic consultant to others. Cufaude regularly partners with other like-minded leaders to create meaningful programs and services for clients.

No architect can design for all people, and Idea Architects does not profess to be the right partner for every individual or organization. If you share our passions and beliefs, we welcome the opportunity to discuss what we might build together.

Building communities of ideas and idealists through:

- **keynotes, workshops, and retreats**
- **strategic planning and thinking sessions**
- **articles and resource publications**
- **individual and group coaching**
- **meeting facilitation**
- **conference curriculum design and facilitation**

Associations

Alabama Reading Association
American Academy of Physician Assistants
American Association of Credit Union Leagues
American Association of Family and Consumer Sciences
American Association of Homes & Services for the Aging
American Association of Museums
American Association of Physician Assistants
American Chemical Society
American Dental Association
American Healthcare Radiology Administrators
American Industrial Hygiene Association
American Institute of CPAs
American School Food Service Association
American Society of Clinical Pharmacology and Therapeutics
American Society of Health-System Pharmacists
American Society of Veterinary Medicine Association Executives
American Water Works Association
Arthritis Foundation
Association of College Unions-International
Association of Fraternity Advisors
Association of Partners for Public Lands
BACCHUS and GAMMA Peer Education Network
BoardSource (National Center for Nonprofit Boards)
Builders Association of Greater Indianapolis
California Credit Union League
Children's Memorial Foundation
Circle K International
Coalition for Family and Children Support Services
Columbus Convention and Visitors Bureau
Community Associations Institute
Council for the Adv. and Support of Education (CASE)
Florida Credit Union League
Graduate Management Admissions Council
Indiana Association of Plumbing, Heating & Cooling Contractors
Indiana Association of Realtors
Indiana CPA Society
Indiana Convention and Visitors Association
Indiana Health Care Association
Indiana Restaurant Association
International Reading Association
International Special Events Society
Key Club International
Kiwans International
LeaderShape, Inc.
Louisiana Association of Realtors
Missouri Society of CPAs
National Association of Home Builders
National Auctioneers Association
National Association of Home Builders
National Association of School Nurses
National Council of Teachers of English
National Council of Teachers of Mathematics
National Interfraternity Conference
National Interfraternity Foundation
National Kitchen and Bath Association
National Panhellenic Conference
National School Supply Equipment Association
Ohio Job Service Employment Commission
Ohio Veterinary Medicine Association
Professional Fraternity Association
Society of Professional Journalists
State Department Federal Credit Union
Texas Credit Union League
The Salon Association
United States Tennis Association
Water Environment Federation
Wisconsin Reading Association

ASAE and Allied Societies

American Society of Association Executives
Association Forum of Greater Chicagoland
Empire State Society of Association Executives
Florida Society of Association Executives
Georgia Society of Association Executives
Greater Washington Society of Association Executives
Indiana Society of Association Executives
Louisiana Society of Association Executives
Ohio Society of Association Executives
Washington Society of Association Executives

Corporations

Armstrong Press
DelCor Technology Solutions
GlaxoWellcome
Hiram Walker Marketing Group
Hyatt Hotels and Resorts
Louis London/Momentum
Marriott Hotels and Resorts
Omni Severin Hotel
The Beverly Group

National Fraternal Organizations and Conferences

Acacia Fraternity
Alpha Chi Omega Sorority
Alpha Chi Rho Fraternity
Alpha Delta Pi Sorority
Alpha Epsilon Phi Sorority
Alpha Gamma Delta Sorority
Alpha Kappa Lambda Fraternity
Alpha Kappa Psi Business Fraternity
Alpha Phi Fraternity
Alpha Sigma Alpha Sorority
Alpha Sigma Phi Fraternity
Alpha Tau Omega Fraternity
Alpha Xi Delta Fraternity
Association of Fraternity Advisors
Beta Sigma Psi Fraternity
Beta Theta Pi Fraternity
Chi Omega Sorority
Delta Chi Fraternity
Delta Delta Delta Sorority
Delta Sigma Phi Fraternity
Delta Sigma Pi Business Fraternity
Delta Tau Delta Fraternity
Delta Upsilon Fraternity
Delta Zeta Sorority
EXCEL Leadership Conference
Fraternity Executives Association
Front Range Greek Leadership Conference
Gamma Phi Beta Sorority
Indiana Greek Leadership Conference
Interfraternity Institute
Kappa Alpha Order Fraternity
Kappa Delta Pi Education Fraternity
NEIFC/NEPC
Phi Beta Chi Sorority
Phi Delta Theta Fraternity
Phi Kappa Psi Fraternity
Phi Kappa Tau Fraternity
Phi Mu Fraternity
Phi Mu Delta Fraternity
Phi Sigma Sigma Sorority
Pi Kappa Alpha Fraternity
Psi Upsilon Fraternity
Sigma Alpha Epsilon Fraternity
Sigma Alpha Iota Music Fraternity
Sigma Delta Tau Sorority
Sigma Kappa Sorority
Sigma Phi Epsilon
Southern Greek Leadership Conference
Theta Chi Fraternity
Theta Tau Engineering Fraternity
Theta Xi Fraternity
Triangle Fraternity
Western Regional Greek Conference

Representative Client List

Colleges and Universities

Augustana College
Ball State University
Butler University
California State University-Long Beach
Central Michigan University
College of William and Mary
Colorado State University
Cornell University
Denison University
DePauw University
Dickinson College
Indiana University
James Madison University
Kansas State University
Mercer University
Miami University
Northwest Missouri State University
Old Dominion University
Pennsylvania State System of Higher Education
Purdue University
Southeast Missouri State University
Texas A&M University
University of Arkansas
University of California-Berkeley
University of Illinois
University of Iowa
University of Kansas
University of Maryland-Baltimore County
University of Michigan
University of Missouri
University of Nebraska
University of Oklahoma
University of Oregon
University of the Pacific
University of Tennessee
University of Texas at Austin
Youngstown State University

What People Are Saying about Jeffrey Cufaude's Work

"I must say that in all the years I have attended seminars, none have ever left me with such a positive impression and provoked such personal and professional thoughts and discussions."

American Society of Association Executives Future Leaders Conference

"Jeffrey is truly the best I have ever experienced. His style, content, contribution was exceptional. You can't help but learn. He has so much to offer. He does a superior job of connecting information and processes."

American Association of Credit Union Leagues workshop participant

"Jeffrey Cufaude's presentation and his content was top notch. For me, the best presenter and program of its kind in my memory. Very careful and effective user of the language. A master "thinker on his feet." Almost immediate rapport with entire audience. All effectiveness – all of the time. Nothing cute."

National Kitchen and Bath Association Chapter Officers Workshop participant

"Thank you for your powerful presentation at the OSAE Conference. As a sponsor of the conference and as someone who works with associations all over the country, I appreciated how on target your message was. I enjoyed your sense of humor, the way you made learning fun, the way you enrolled the audience into participation, and the way you demonstrated that powerful thinking really is the foundation for any organization. I would highly recommend you to other association conferences."

Ohio Society of Association Executives Convention Attendee

"Providing practical information while engaging us in very refreshing interaction on stimulating subjects. Exciting, thought provoking, and enjoyable."

Texas Credit Union League Conference participant

"Thank you for your inspiring, uplifting, motivational series of events this weekend. I have heard numerous comments on the high quality and usefulness of your presentations. This was most certainly not just another workshop. Thank you for your expertise in motivating all of us to rise to a renewed level of enthusiasm, dedication, and skill."

Sigma Alpha Iota Music Fraternity Province Officers Training

"Thank you for all your creativity, thoughtfulness, and enthusiasm in the development and implementation of our retreat. I have received positive comments from our biggest skeptics."

Butler University Division of Student Affairs

"I just wanted you to know that you did an excellent job with us. As you might recall, I went to the event in a state of dread and doubtful that anything would happen. An important step occurred, a change in attitude, that if taken, could direct us into a new era. You have a fine style that balances allowing the group to come to its own terms and saying what needs to be said. People were uniformly impressed and very appreciative."

Little Brothers, Friends of the Elderly

"You truly did an outstanding job facilitating our training weekend. I was especially impressed by the thought and energy you put into the design of our retreat. Each workshop and interactive exercise built towards the next in an almost seamless manner. Your relaxed and easygoing facilitation styles also created an atmosphere for learning and team building; the important issues were discussed with no one having to lecture."

University of the Pacific

"The content of your material was absolutely outstanding! You were motivational, inspirational, and balanced with humor. It certainly is not difficult to see why you are in such high demand."

Alpha Sigma Alpha Sorority National Council

"You deserve Academy Awards for the ease with which you led us through the Futures Forum. It flowed easily and logically from step to step. Many thanks for the hours I know you must have put into the preparation and for the relaxed and casual atmosphere as it all took place."

Futures Forum Participant, National Interfraternity Foundation

Signature Programs

Our Signature Programs represent the very essence of Idea Architects and the craftsmanship we bring to all our efforts. Perfect for opening or closing a conference, these major presentations also can be offered as freestanding initiatives. Each of the following educational experiences is scalable for both audience size and time available, as well as customizable for the learning journey you would like your participants to have. Interactive exercises and discussion segments are interspersed with provocative lecturette to engage the diverse learning styles among your attendees. Visually appealing printed materials are custom-designed to enhance participants' learning and application of the program content.

The Architecture of Great Ideas ... and the Individuals and Organizations Producing Them

What is a great idea? Can only great people produce great ideas? A great house can't just look good on paper; it must be capable of being built. A great idea can't just sound good in concept; it must be capable of being implemented. Like great architecture, great ideas are the result of design and intention which balances art and creativity with structural and functional underpinning.

Just as great buildings have strong foundations, so do great ideas find their foundations in individual and organizational practices that anyone, or any organization, can cultivate. You will learn many of them in this dynamic interactive presentation, as well as explore your own individual and organizational architecture and how it is enhancing (or impeding) your ability to produce great ideas.

Making a Difference in A World that Seems Different

When the world seems very different than it was months ago, making meaning of our individual and organizational efforts takes on new emphasis. How do we make a difference in both small and significant ways? What are the pursuits and efforts that most merit our attention and passion. In this engaging session, individuals will regain clarity around their core purpose and values (both individually and organizationally) and identify ways to lead and live in more powerful and purposeful ways. Participants will also gain insight into why appreciating differences is more important than ever before when living in a world that is different.

The Art of Facilitation: How to Maximize Others' Contributions

Futurist John Perry Barlow once said, "We need to say less, but mean more." Providing leadership to individuals and organizations that supports the spirit of this provocation is the essence of facilitation. Effective facilitation embraces a commitment to maximizing the contributions of others and to developing the capacity of individuals and organizations to do more autonomously.

Accomplishing this capacity-building requires drawing on a variety of core competencies, artfully balancing the challenge and support offered, and making disciplined choices about how, when, where, and why to intervene.

This hands-on interactive session will explore the fundamental values, skills, and concepts of facilitation and their practical application to working with volunteers and staff colleagues. You will leave with a greater capacity to facilitate a variety of settings including small group conversations, meetings, workshops and training sessions, and strategic planning sessions.

Designs for Living: Building A Life You Can Call Home

Just as a house is not a home until it benefits from your personal touch, your life really is not yours until your daily choices are in alignment with your personal values. All of us has the ability to be the architect of a life we call our own, but doing so requires greater self-awareness and thoughtful design than our hectic schedules often allow.

This interactive and introspective session is designed to help you reclaim the time that is rightfully yours and to create a personal and professional development plan. We will explore questions like: what are the values that form the foundation of your life? what walls are you self-imposing that keep you from building your preferred future? what windows of opportunity can you create for yourself? what neighborhoods are best suited for your personal and professional talents and energies? You will leave with a blueprint (yes, a real one) for building the life you can call home.

Be A Kid Again: What Kids Can Teach Us About Life and Leadership

Kids are the ultimate of architects of ideas. Give them a gift and they just as likely to turn the box and wrapping paper into some grand construction as they are to enjoy the gift itself. Discarded refrigerator boxes become massive fortresses, public jails, or magic carpets for sliding down a neighborhood ravine.

Two types of people are believed to be most prepared to manage the ever-changing environment in organizations and society today: world travelers and ... kids! Kids embody many values and qualities that the "grown-up world" has stifled or curtailed in adults as we have grown older: playfulness, curiosity, blunt honesty, questioning, free spirit, among others. Qualities like those are essential to developing grand visions for ourselves and our organizations.

This fun and fast-paced program will remind you of the joy in being a kid again, and of the practical lessons kids can teach us about leadership and life. Start your day off right: let your inner child come out and play!

You're probably looking for that laundry list of program you often find in speaker bureau listings, other speakers' brochures, etc. I hate to disappoint you, but that is not how I approach my work. Almost every session I present is custom-created based on learning goals/outcomes the sponsoring organization supplies. As such, I probably have more than a dozen formats for a program on motivation. To only list one would not represent what might be possible for your group. To list every topic I've ever addressed would make your head spin. Recognizing that you might desire some information in order to determine if my work and how I do it would be a good fit for your needs, however, listed below are two categories: (1) topics I frequently address in concurrent or general sessions, and (2) a sampling of session titles for programs presented in the past year. I also regularly develop and facilitate engaging curriculum for full-day and multiple-day leadership learning experiences.

Idea Architects • Frequently Request Session Topics

- Association Trends
- Creativity and Innovation
- Management vs. Leadership
- The Member/Customer Experience
- Workshop/Program Design and Development
- Storytelling and Metaphors
- Organizational Governance
- Motivation and Delegation
- Building Community
- Values and Ethics
- Conflict/Confrontation Skills
- Communities of Practice
- Strategic Thinking and Planning
- Mission, Vision, Values, and Goals
- Building Effective Teams
- Branding
- Leadership Transition
- Contemporary Leadership Roles
- Myers-Briggs, DiSC Profile, etc.
- Collaboration and Partnerships
- Generational Differences
- Leadership Trends/Concepts
- Speaking/Facilitation Skills
- Communication and Dialogue

Idea Architects • A Sample of Session Titles

- Maximizing the Staff-Volunteer Partnership
- Real-Time Member/Customer Service: Managing the Experience
- Creating the Future, While Managing the Present
- Cultivating a Culture of Innovation
- Building Effective Teams
- Embracing *The Leadership Challenge*
- *Built to Last* and *Good to Great*: Lessons Worth Remembering
- Talkin' About My Generation
- If Learning Mattered Most: Redesigning Conferences and Workshops
- The Rhetoric and Reality of Professional Ethics
- The Human Side of Leadership Transition
- Becoming a Part-Time Futurist
- The Freedom to Act: Unleashing Individual Talent
- The magic of Metaphors, the Staying Power of Storytelling
- Managing from the Middle: Making a Difference When You're Not in Charge
- New Ways of Leading Complex Organizations
- From Ideas to Action: Creating and Implementing Sustainable Strategy
- The Character of Our Commitments
- The Power of Leadership Authenticity: Being More of Who You Are
- Changing the Way You Think About Change
- Fostering Unity Among Diversity: The Value of Inclusiveness
- A Little Conflict Can be Good for the Soul
- Crafting Grand Individual and Organizational Visions
- Association Trends: Seven Emerging Issues from the ASAE Foundation Scan