Basecamp
Innovation

Standing at Basecamp, you can see the summit ahead. It's ambitious, exhilarating, and maybe even a little daunting. But here's the thing, no one reaches the peak alone.

Basecamp isn't the beginning of the adventure, and it's certainly not the end. It's the place where we reflect, learn, and prepare for what's next.

Our team is ready to support you through a new wave of innovation. It starts with you. With your teams. With your willingness to challenge what's always been done and replace it with what's possible.

This is your expedition. And we'll be with you every step of the way.

Adam & Jenna

Who We Are

At Basecamp Innovation we believe a world-class competitive advantage is built on unlocking the full potential of the people who show up every day.

We're a consultancy centered around workplace innovation, with practitioners who believe in eliminating the phrase, "*we've always done it this way*" and replacing it with forward-thinking, human-centered solutions. Innovation isn't a one-size-fits-all formula, and we believe real change happens when we collide workplace innovation with the humans doing the work.

Our Values

Guided by what matters most, our core values are the foundation of every step we take.

Collaboration Over Self
We are committed to building a practise where collaboration comes first. Our focus is on long-term gains, prioritizing the collective well-being of our clients over individual or short-term success.

Inclusive by Design
Everything we do is grounded in inclusivity. We ensure that every voice is heard and that no one is left behind, creating an environment where all can actively contribute.

We Don't Push, We Pull
Our clients don't sit back, they engage fully and inspire others to join in. We foster a pull environment, where people are naturally drawn to participate, ensuring collective progress through action, not herding.

Hands-On, Practical Solutions
We believe in tackling real-world challenges head-on. From digging ditches to solving complex problems, we thrive on getting involved and implementing solutions that make a tangible difference.

Innovating at Altitude

Program Overview

Senior roles come with altitude, a broader view, greater complexity, and the constant pressure to deliver strategic impact. Innovating at Altitude is designed for those who no longer need to be in every problem, but who want to unlock solutions from every level of their organization. This experience honors the value of your time by giving you tools that elevate others, creating the conditions for teams to bring forward thoughtful, tested ideas rather than just problems. It's not about having all the answers, it's about building the environment where answers can emerge. When innovation is embedded into your culture, strategy moves from paper into progress

Deep Dive and Setup

Before we step into the room, we begin by setting the stage, because great outcomes require clarity from the start. The deep dive and setup for Innovating at Altitude ensures the experience is grounded in your real-world strategy, priorities, and boundaries.

Innovation Thesis Session

A two hour facilitated session with your executive team to define what innovation looks like in your context and where it's needed most. We create a "strategic sandbox," outlining where teams have permission to explore, and where constraints must be respected. This shared clarity builds trust and helps you unlock innovation without creating risk or confusion.

Strategic Review with Sponsor

We review your key strategic plans, transformation goals, and organizational pressures to align our facilitation with your world. This ensures every session is hyper-relevant, no abstract models, just real tools applied to your real work.

Participant Selection & Communication Planning

Once you have identified the directors who are best positioned to shape culture and systems across your organization. We provide a light onboarding experience to get them thinking early about where they want to create space for innovation.

Experiential Learning Sessions

Delivered through six half-day sessions over six to eight months, this experience creates a cadence of connection, clarity, and momentum. These sessions aren't about abstract ideas or extra work, they are designed with practical application tools that unlock the potential already inside your people, aligning it with strategy to move your organization forward.

1. **Bringing Innovation from Goals to Gameplans**
2. **Driving Innovation Without Authority**
3. **Creating Psychological Safety for Experimentation**
4. **Supporting Intrapreneurs on Their Sprints**
5. **Managing Resistance to Change in Your Organization**
6. **Measuring Impact and Scaling Success**

Full session outlines with key learning outcomes can be found on our website or by contacting info@basecampinnovation.ca

Investment

Description	$(CAD)	Payment Terms
Innovation at Altitude Programming		
Innovation Thesis Session Strategic Review with Sponsor Participant Selection and Communication Planning 6 Half Day In-Person Experiential Learning Sessions Measurement and Evaluation	$39,995	50% Due at Signing 50% Due at 45 Days

If changes are needed to the programs or scope of work along the way, we are committed to finding a mutually beneficial solution and adjusting fees accordingly. No changes in scope or pricing will be made without mutual consent.

Session 1: Bringing Innovation From Goals to Gameplans

Workplace innovation isn't just about new ideas, it's about creating a culture where employees at all levels feel empowered to contribute to meaningful change. This session introduces the foundational principles of employee-led workplace innovation and explores how organizations can mobilize new ideas to drive both organizational performance and employee well-being. By understanding the role of intrapreneurs, participants will gain insight into how to facilitate collaboration, remove barriers, and sustain long-term innovation efforts.

As a result of this session, I will have the knowledge to:

- Define employee-led workplace innovation and its impact on organizational success
- Understand how to foster an environment where employees feel empowered to innovate
- Identify barriers to innovation within their teams and create strategies to remove them
- Recognize the emerging role of intrapreneurs and their importance in driving change

As a result of this session, I will be motivated to:

- Assess my organization's current approach to workplace innovation and identify areas for improvement
- Engage my team in conversations about innovation barriers and explore solutions together
- Identify potential intrapreneurs within my organization and explore ways to support them
- Begin shifting the workplace mindset from "*we've always done it this way*" to human-centered, forward-thinking solutions

Session 2: Driving Innovation Without Authority

Not all leaders have formal power, but everyone can be a champion for change. Mid-level and senior leaders play a crucial role in bridging strategy and execution, influencing both top leadership and frontline employees. This session teaches participants how to support and drive innovation at any level of the organization by leveraging influence, collaboration, and strategic internal partnerships.

This session also highlights the unique challenges and opportunities that mid-level leaders face in both leading up to executives and guiding their teams through change.

As a result of this session, I will have the knowledge to:
- Understand the principles of influence without authority
- Build cross-functional support for new ideas and initiatives
- Use internal networking and storytelling to support innovation leaders
- Recognize the pressures mid-level leaders face in both leading up and leading down

As a result of this session, I will be motivated to:
- Identify key stakeholders who can support innovation efforts across different levels of leadership
- Strengthen relationships across departments to drive cross-functional change
- Reflect on my own leadership position and how I can better navigate both executive alignment and team empowerment
- Develop an influence strategy that allows me to lead innovation effectively, regardless of my formal authority

Session 3: Creating Psychological Safety for Experimentation

Innovation requires risk-taking, but risk-taking requires trust. If employees fear failure or negative consequences, they will hesitate to share ideas, take initiative, or challenge outdated processes. Psychological safety is the belief that it is safe to take risks, ask questions, and propose new solutions without fear of punishment, and it is essential for fostering a culture of experimentation and learning. This session will help leaders understand how to create psychologically safe environments where teams feel empowered to innovate. Participants will explore the connection between trust and performance, strategies for overcoming fear of failure, and practical ways to support a learning culture.

As a result of this session, I will have the knowledge to:

- Recognize the role of psychological safety in driving innovation
- Establish trust-based team dynamics that encourage experimentation
- Develop strategies to reduce fear of failure and encourage learning
- Apply coaching techniques to support team members in testing new ideas

As a result of this session, I will be motivated to:

- Establish clear guidelines for experimentation in my team
- Encourage open conversations about failure and learning
- Recognize and reinforce risk-taking and innovative thinking

Session 4: Supporting Intrapreneurs on Their Sprints
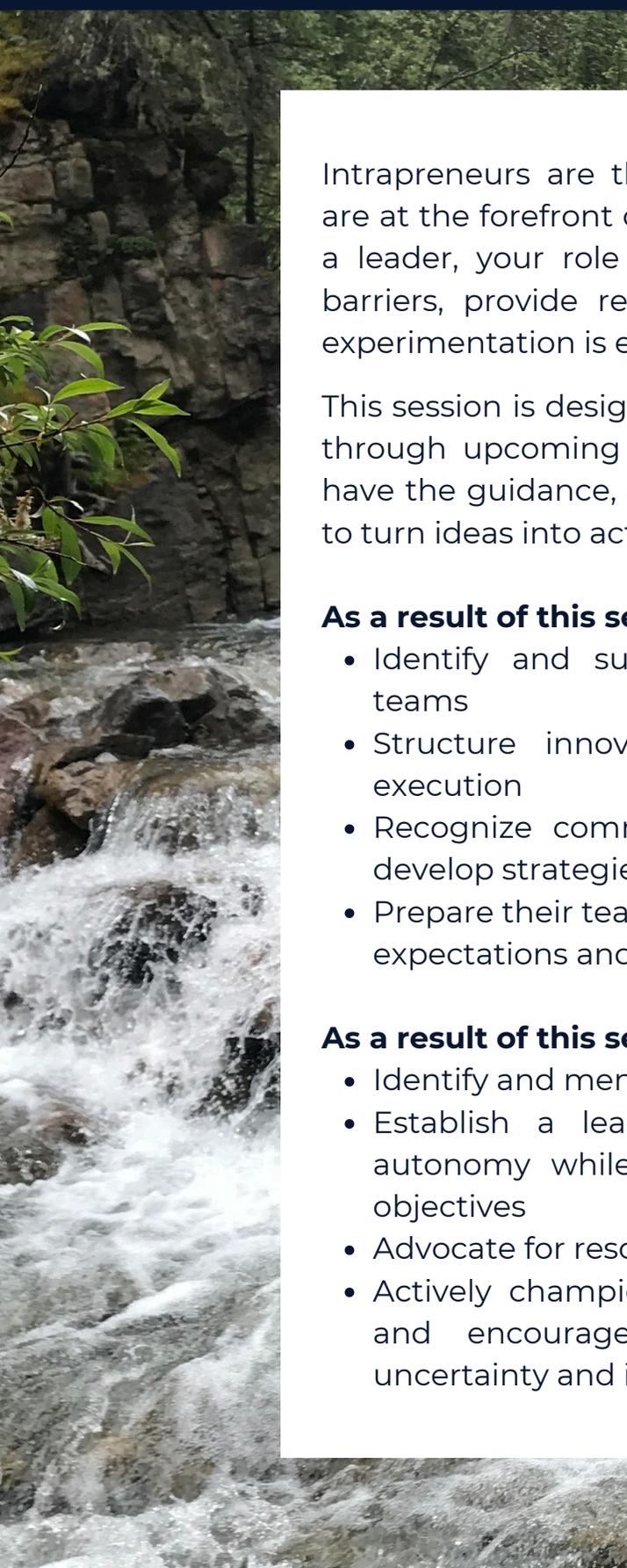
Intrapreneurs are the problem-solvers within organizations and are at the forefront of innovation, but they can't succeed alone. As a leader, your role is not to dictate their path but to remove barriers, provide resources, and create an environment where experimentation is encouraged.

This session is designed to prepare leaders to support their teams through upcoming innovation sprints, ensuring that employees have the guidance, autonomy, and strategic alignment necessary to turn ideas into actionable solutions.

As a result of this session, I will have the knowledge to:
- Identify and support emerging intrapreneurs within their teams
- Structure innovation sprints that balance creativity and execution
- Recognize common roadblocks in innovation projects and develop strategies to mitigate them
- Prepare their teams for upcoming innovation sprints by setting expectations and aligning on goals

As a result of this session, I will be motivated to:
- Identify and mentor intrapreneurs within my organization
- Establish a leadership support strategy that encourages autonomy while keeping the sprint aligned with business objectives
- Advocate for resources and time for experimentation
- Actively champion innovation efforts, providing the support and encouragement that helps teams push through uncertainty and iteration cycles

Session 5: Managing Resistance to Change in Your Organization

Resistance to change is one of the biggest barriers to innovation, but it is often misunderstood. Many employees do not resist change simply because they dislike it, they resist because of uncertainty, fear of failure, lack of trust in leadership, or past failed initiatives. This session helps leaders understand the psychology of change resistance and how to address it in ways that foster engagement, trust, and adaptability rather than pushback.

Change requires leaders to build buy-in, communicate with clarity, and create a sense of urgency without overwhelming teams. Leaders will explore narrative framing techniques, change management strategies, and psychological safety practices to ensure their innovation efforts are not just implemented but embraced.

As a result of this session, I will have the knowledge to:
- Identify common causes of resistance to change and develop strategies to address them proactively
- Engage skeptical employees and stakeholders in innovation efforts
- Use storytelling and data-driven communication to build buy-in for innovation initiatives
- Apply change management techniques to create a culture of adaptability, ensuring sustainable and long-term success

As a result of this session, I will be motivated to:
- Identify three areas where resistance is blocking innovation within my organization
- Apply narrative framing techniques to communicate the need for change effectively
- Implement one engagement strategy to reduce resistance in my team
- Begin integrating structured change management methodologies into my leadership approach

Session 6: Measuring Impact and Scaling Success

Sustained innovation requires measuring progress and scaling what works. This session provides leaders with practical frameworks for tracking impact, refining strategies, and embedding innovation into the organization's DNA. This session equips participants with practical frameworks for measuring the success of innovation efforts, ensuring that teams receive meaningful feedback, iterate effectively, and scale high-impact solutions across the organization. Participants will explore strategies for embedding a culture of continuous improvement, so that innovation remains a core organizational capability rather than an isolated initiative.

As a result of this session, I will have the knowledge to:
- Define key metrics for evaluating innovation success at both a team and organizational level
- Develop a system for continuous feedback, iteration, and learning
- Identify opportunities to scale high-impact ideas beyond the initial sprint or pilot phase
- Align innovation efforts with long-term business strategy and operational goals

As a result of this session, I will be motivated to:
- Establish clear success metrics for my team's innovation efforts
- Use data and feedback loops to refine and improve ideas
- Develop a scaling plan for high-impact innovations
- Champion a long-term commitment to innovation as a key business function