

Curvejumping

Client Success Story | **Norton Antivirus**

Norton Antivirus is the global leader in digital antivirus protection.

01 Meet the Client



Chris Munoz

We met Chris when he came to Jackson Hole to participate in our first Curvejump event. By day, Chris manages a team of global UX/UI designers for Norton, the leading product in anti-virus software. Chris is a true Curvejumper. He integrates his own passions into work and encourages his team to do the same by drawing inspiration from unique sources.

From his early involvement in the 1980s snowboard industry, when the sport was still new and interesting to a core a diehard fans, Chris maintains creative openness and the willingness to try new things before others see the potential. Most importantly, Chris embraces **servant leadership** and considers his team member's success to be the mark of his success as a leader.

02 The Challenge

Chris approached us with a desire to organize a 2.5 day **“Innovation Summit”** for Norton’s global design team in Portland, Oregon. The Summit brought together 35 designers from India, Australia, Ireland, and the US.

The stated goals for the summit were as follows:

- + Leave the team creatively inspired and renewed
- + Showcase different approaches to problem solving & design
- + Deliver an experience that demonstrated to Norton designers that their company and team leaders are invested in their success as employees

03 The Solution

A Curvejump Innovation Summit that immersed Norton's UI/UX design teams in Portland's creative community.

PDUX 2017

Curvejumping designed an Innovation Summit - titled PDUX 2017 - immersing Norton's design team in Portland's design culture. We tapped into our Curvejump community to secure unique and compelling speakers and access to insider spots in Portland.



The summit featured:

- + An intimate and hilarious discussion with noted designer Aaron Draplin of Draplin Design CO.
- + A guided Nike World Headquarters campus tour and workshop with Nike's Innovation Accelerator team on innovation best practices and habits
- + A team building pinewood derby building workshop & race with Northwest based art collection Electric Coffin
- + Factory visits & local artisan talks completed with customized merchandise
- + Walking and bike tours led by Portland insiders
- + Chef's dinners at up and coming local restaurants, including La Moule and Elder Hall

04 The Outcome

Norton's design team left energized, inspired and re-engaged with their daily work. Feedback from the event was overwhelmingly positive.

"This summit was big on inspiration, and excited me to get back and make cool things, and to push the boundaries a bit. That's something you can only get when you get away and hear from truly impressive people. Sitting in a hotel conference room doing dry presentations doesn't really energize you the same way."

05 An Investment in Your Team

Prospective clients want to rightfully understand: is this worth the cost? Will this have a lasting impact on my team dynamic?

Team leaders we work with look at a Curvejump event as an **investment in their employees**, rather than a cost. We know the long term benefits of a shared learning experience are extensive.

Retention

As hiring grows ever competitive, intrinsically motivating employees becomes ever more important. As one participant summarized after the event,

“Others on our team have said (and I wholeheartedly agree) that these summits are something we look forward to every year, and a reason to stay at [Norton].”

Engagement

Motivated care and attention in a team is no easy feat. Our approach to team events leaves participants more deeply engaged in their work for the long term.

“[The PDUX Innovation Summit] challenged me to be more innovative and creative in problem solving my daily work”

Collective Learning

A shared collective learning experience creates connections between team members in an organic and lasting way. As one PDUX participant articulated his/her primary takeaway:

“Never forget those who help you along the way, because in the end we win or lose as a team.”

06 About Team Curvejump



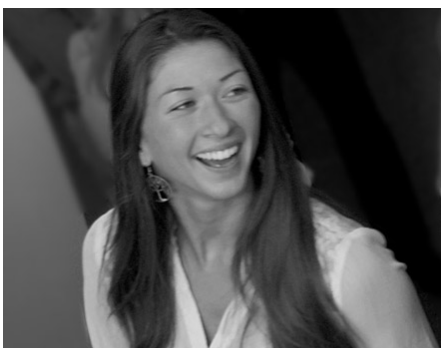
MEGAN BECK

Excels at bringing great ideas to life. Developed and launched large scale projects with Acumen Fund, Grameen Foundation and Vittana.



ALEX HILLINGER

Curator, connector and advisor to Google, Filson and startup CEOs. Managed business strategy, branding and marketing for Groove Technology, CreativeLive and Asymbol.



CRISTA VALENTINO

Excels at strong execution and attention to detail. Developed programs and events for organizations like CoalitionWILD and the Murie Center.

CURVEJUMPING ADVISORS

Ben Keighran: Serial entrepreneur. Co-founder/CEO of Chomp, sold to Apple. Founder/CEO of stealth-mode startup.

Gary Bolles & Heidi Kleinmaus: Partners, Charrette LLC, Co-founders SOCAP, Co-founders Closing The Gap, consulting producers Google Zeitgeist 2005-2013

Chase Jarvis: Co-founder/CEO, CreativeLive. Artist/Photographer/Creativity Blogger.

Interested in working with us?

Get in touch. Let's discuss how to create a remarkably better event for your team.

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