



Basecamp *Innovation*

2025



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.



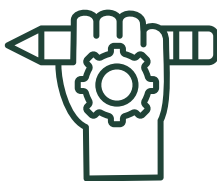
Inclusive by Design

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