

# CATALYZING CURIOSITY



## GREENLIGHT GREENPAPER

SPRING 2014

The GreenLight project team created a report for the purpose of engaging Ignite graduates to continue the pursuit of their passionate curiosity and share the experience with others, in order to improve the sustainability of the current Ignite business model.



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Challenges & Opportunities

As a unique and impactful educational tool, the Ignite course plays a vital role in aligning human potential with purpose and passion. The client's main challenge has been identifying ways to help Ignite clients sustain the pursuit of their purpose once they have successfully completed the Ignite course.

In an effort to promote longevity for Ignite and the valuable services that it extends to the global community, GreenLight Solutions engaged in a project to help Ignite increase member engagement and help members to sustain the pursuit of their passion.

Recommended Solutions

GreenLight Solutions has identified some creative ways to catalyze curiosity and keep members connected to the Ignite Mission. GreenLight Solutions identified the need for a variety of options to keep Ignite graduates curious and recommended implementation of 'kindling' into the 3rd module of the Ignite course to 'keep the fire burning'. GreenLight Solutions recognized that the 'kindling' needs to be offered as part of the course rather than an afterthought in order for graduates to stay engaged with the material.

The 'kindling' includes: an accountability partnering service where graduates are paired with another like-minded individual to share content and continue their curiosities, journaling options ranging from a recycled content physical journal to an online platform with video blogging options, and a referral rewards program where graduates can earn continued interaction/education opportunities by referring friends to the Ignite course.

Project Benefits

**BENEFITS TO PROJECT PARTNER**

The Ignite course will have a sustained impact on graduates who stay curious and continue to pursue their profound curiosity. This will assist with word-of-mouth advertising and organically grow the graduate base.

Ignite will increase the sustainability of the business model through increased graduate engagement as well as increasing the potential to maintain steady income flow through the referral program.

**BENEFITS TO SOLUTIONEERS**

The GreenLight Solutions team gained valuable experience working on a non-traditional sustainability project. This project allowed the team to think outside the normal confines of overcoming client challenges. The GreenLight Solutions team also benefited from the opportunity to participate in the Ignite course; members achieved personal growth and the cohort was able to highlight opportunities to improve internal processes and engagement.

**BENEFITS TO THE COMMUNITY**

Increasing the lasting impact of the Ignite course on community members that take it allows for these members to keep their increase of knowledge and utilize it in their everyday lives to better their creative outlets.