

# Smarter Meetings.com

"So this is what working on a team is supposed to feel like," says Business Administration-Marketing student Jennifer Schram of her experience on the One Smart World project.

That's the kind of comment that Lisa Wiele, Marketing Director of One Smart World likes to hear. The goal of One Smart World is "to help people, teams and organizations everywhere learn to use their total intelligence to work smarter together and succeed," by providing an operating system built for the collaborative workplace. The company came to George Brown for help marketing their "smarter" portfolio of software. As e-business professor Nick Kenyeres explains, the company "was in need of sound marketing recommendations, guidelines and practices in order to support sales growth and the establishment of the brand."

In January 2011 four George Brown Business Administration students, Schram, Michael Fiorino, Jeffrey Ribeiro, and Scott Carruthers took on the challenge, flexing their individual and group intelligence to create a 91-page "Go-to-Market Guide" with recommendations that ranged from online video marketing practices to brand portfolio/ strategy development and strategic partnership agreements.

Wiele enthuses, "the report has proved to be the perfect guidebook" and One Smart World is in the process of implementing many of the students' recommendations. For Wiele, partnering with George Brown on this project was "a tremendous investment." Smarter Meeting was successfully used during the Imagine Manitoba initiative in April 2010, when the Premier of Manitoba used the system to produce strategic recommendations on six economic themes in six hours of collaborative work.

For the student team, the experience built more than just skills. As Schram puts it, working on the project "allowed me to go outside my comfort zone; to take risks with myself, to develop confidence in my abilities" –perhaps the best benefit of smart collaboration.

Discover Innovation at [georgebrown.ca/research](http://georgebrown.ca/research)

Your single point of contact for [research@georgebrown.ca](mailto:research@georgebrown.ca)



Office of Research and Innovation  
P.O. Box 1015, Station B, Toronto, ON M5T 2T6  
416.415.5000.6082  
[georgebrown.ca/research](http://georgebrown.ca/research)

