



Conceptualize • Visualize • Move Things Forward



CYNTHIA Y.H. DEROSIER

Senior Consultant

PROFESSIONAL SUMMARY

Cynthia is part of an elite group of experienced and certified Graphic Facilitators and Strategic Visioning Consultants and the only certified facilitator based in Hawai'i.

Cynthia creates visual tools and designs processes that inspire,

excite and ignite group energy and draw out (literally) efficient and effective and actionable strategic plans of every kind. She also designs and creates finish concept charts, information graphics, templates and large-scale history maps for both local, national and international clients.

A visual facilitator for over 20 years, Cynthia has designed and facilitated group processes including strategic planning sessions, community outreach and input sessions, team building, hospitality training, communications training and customized collaborative processes. She also brings over 25 years of experience in communications strategy, relationship marketing, consumer acquisition and retention, business-to-business strategy, art direction, and corporate ID/brand development.

Cynthia's clients run the spectrum, from large Fortune 500 corporations to independent grassroots community organizations as well as state agencies and government institutions, community and professional associations.

From 2006 to 2012, Ms. Derosier founded and oversaw the development of the Surfrider Spirit Sessions an innovative non-profit surf mentoring program serving at-risk and adjudicated teens. Initially funded by proceeds from Cynthia's award-winning books "The Surfer Spirit" the non-profit programs evolved into a stable and solid 501c3 entity. By 2012, the organization had recruited and trained over 250 volunteer mentors, served over 300 youth and raised well over a half million dollars in funding support. Cynthia currently serves on the Board of Surfrider Spirit Sessions and provides ongoing support of staff and programs..

PROFESSIONAL EXPERIENCE – HIGHLIGHTS

- 2015 – present, **Senior Consultant, Leapfrog Consulting**
Works as visual facilitator and recorder, trainer, lead designer of animated videos and big-picture maps
- 1997 – present, **CEO/Principal, The Good Juju Co.**
Manages a Hui of talented visual professionals and consultants who work together to solve complicated and challenging projects and help clients synthesize practical and effective solutions using graphics. Services include: Meeting and Process Design, Graphic Facilitation, Concept Charts, Story Maps, Brand Development, Creative Director and Producer, Art Direction and Design.
- 2005 – 2012, **Executive Director/Founder, Surfrider Spirit Sessions** (501c3). Developed an innovative program integrating surfing, Hawaiian culture, mentorship, environmental education and community service to

help at-risk and adjudicated youth transition out of the juvenile justice system. Organizational development included strategic planning, brand development, collateral design and media exposure as well as fundraising, management and community outreach.

- 1997 – 2004, **Associate Creative Director, Ogilvy Hawaii**
Team leader of marketing strategy, new business development and creative development of marketing materials, and branding including print ads, radio, television production, brochures, corporate identity, logo design and web architecture and design.
- 1995 – 1997, **Associate Creative Director, Cohn & Wells (NYC)** Team leader and creative development for corporate ID and relationship marketing in print, direct mail, promotional events and alternative media.
- 1994 – 1995, **Senior Art Director, J. Walter Thompson Direct (NYC)**
1988 – 1994, **Senior Art Director, Ogilvy & Mather Direct (NYC)** Ogilvy & Mather (Sydney, Australia, '91)
General Media, Relationship Marketing & Direct Marketing Creative including print ads, 3-dimensional collateral design, multi-format mailers, version testing and personalization formats for clients as well as marketing strategy, retention and new customer development

SAMPLE PROJECTS:

COMMUNITY OUTREACH & POLICY GUIDANCE: Fishing Registry, Permit & License (RPL) Study Group

In 2018, the study group, consisting of state agencies and various stakeholder groups embarked on a statewide effort engage the public in meaningful and collaborative dialogue in consideration of potential of non-commercial marine fishing registry, permit, or license systems for Hawai'i.

On their own, the Group designed an approach but encountered challenges. As a result, the Hawai'i-based facilitation team of "Eco-Juju" (Miranda Foley of ecologic Consulting, and Cynthia Y.H. Derosier was hired to develop and implement a process that would effectively engage attendees and yield productive results and provide strategic guidance to government agencies and policy makers.

Eco-Juju designed and facilitated a series of "information exchanges" were intended to build trust and provide a safe, neutral space for attendees to share information with each other and discuss issues and possible solutions. Tools were provided to

encourage dialogue and enabled participants to document their ideas. These documents were submitted as part of the report to officials and were also made available to the public.



Eight information exchanges were held on six islands in six weeks. Each exchange was three-hours long and was held in venues that could hold anywhere from 50- 150 people on either on a weekday evening (5-8 p.m.) or a Saturday morning (9 a.m.-noon). An online participation option was also available for attendees to share with friends, family, or colleagues who couldn't attend in person.

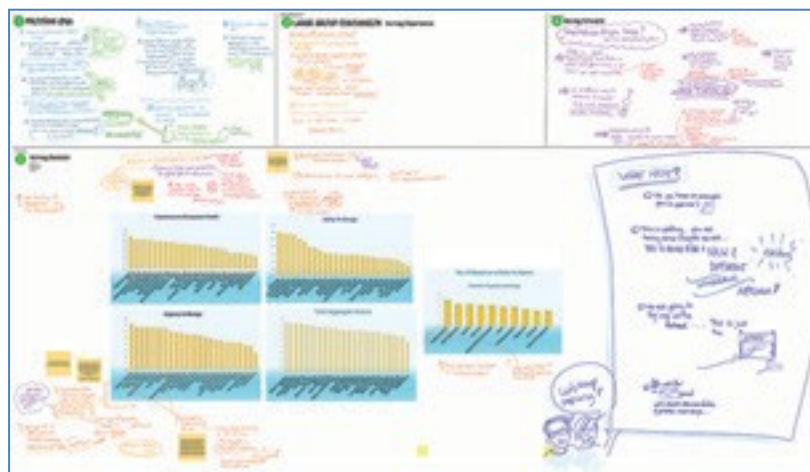
At every event, participants were pleased with this new approach to "public meetings" and requested more information sharing and collaborative experiences at future events.

VIRTUAL MEETING FACILITATION & STRATEGIC PLANNING : NOAA Pacific Islands Regional Office

In partnership with EcoLogic Consulting, co-designed and co-facilitated a virtual technical workshop around science, monitoring and management for the Pacific Remote Islands between USFWS and NOAA. A previously planned in-person workshop was converted to virtual workshop to accommodate COVID-19 stay-at-home orders across the Pacific.

This interactive event included over 40 participants and featured pre-workshop technical trainings and video connection tests. Innovative interactive tools allowed participants to watch live graphic recording, make their own annotations and create and move virtual post-its in real time.

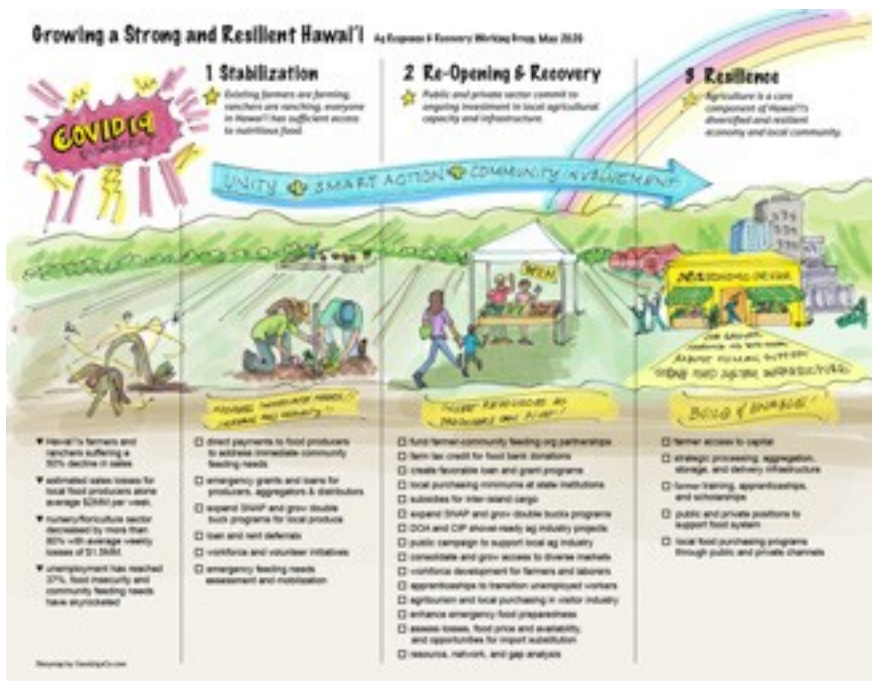
The discussion and input from technical experts provided needed recommendations to management agencies.



VIRTUAL MEETING FACILITATION & STRATEGIC PLANNING : Agriculture Response & Recovery Working Group

During the Covid-19 Pandemic and Ad hoc group of Agriculture stakeholders and entities converged to develop recovery and resiliency plans. Good Juju offered technical guidance in establishing a virtual meeting space and provided real time graphic recording and facilitator support.

Cynthia also worked behind the scenes with core leadership teams to develop strategic plans, and digital collaboration tools to support the group's efforts. A storymap served as a presentation piece to summarize the groups work and supplement detailed plans.



COMMUNITY OUTREACH & PROGRAM PLANNING : Kanehunamoku Voyaging Academy

KVA had very high community - engagement in its programs but struggled to get participation in planning and development.

Over two dozen participants had informed KVA that they could not (or would not) stay for the entire even, however once engaged in the process most stayed to the end to participate in all activities and ensure their feedback was documented.

This large group event resulted in over 100 sheets of charts and notes from approximately 60 community stakeholders and beneficiaries in just 3 short hours.

The facilitated meeting format was designed to harvest feedback from beneficiaries to understand:

- Beneficiary perception of KVA programs as compared to actual experience.
- Gain a deeper understanding and gain broader perspective of KVAs actual impact
- Identify gaps in KVA goals and mission (i.e.: Promoting Hawaiian culture and Maritime Industry)
- Solicit community input on possible causes and solutions to fill the gaps

KVA staff and board members were trained and were given tools to keep attendees engaged and on focused on the tasks at hand.

More importantly, they deepened their relationships with community members and opened new venues to gaining support and partnering. Participants left “inspired”, “excited”, they felt “privileged”, “grateful” and were thankful for the opportunity to “collaborate” and be “productive”.



STRATEGIC PLANNING, & VISION MAP : Department of Health PAN Forum, Policies to Vision

Cynthia designed meeting process and materials including live graphic recording and creating custom templates to collect collaborative input from over 175 attendees at the PAN forum on public health and policies.

An event survey conducted by the DOH showed Good Juju's meeting process, tools and activities were among the top aspects most liked by attendees.



98% of respondents felt they had opportunities to network with other PAN Partners at the Forum.

Other aspects of the Forum that participants liked best:

- Collaboration/networking with other partners
- Format of the day (inclusive and good variety)
- Interactivity of the work sessions
- Good Juju's graphic depictions of the conference
- Bev Brody's exercise break
- Sector area breakout sessions (after lunch)
- Healthy food options



Good Juju then worked with the Department to compile the input and create a large-scale vision map that was presented to the Hawaii State Legislature and taken to community meetings to promote policies and public health initiatives. The art was over 4-feet tall and nearly 8 feet wide.



TEAM-BUILDING, HOSPITALITY TRAINING : Waikiki Beach Activities Services, Hilton Hawaiian Village Resorts

Despite orientation sessions and onsite training, customer experience was inconsistent. A proliferation of negative yelp reviews, Expedia reviews and social media postings exposed an internal rift and a need for internal morale boosting and team-minded culture.

Cynthia designed and implemented a teambuilding and hospitality training session for over 100 employees. Staff varied in age, skills and professional experience levels.

Training focused on attitudinal shifts created through learning games, social interactions and small group work including visualizations and action planning.

Ultimately, Good Jujū's training session radically improved employee performance and positive morale.



COMMUNICATIONS : Office of Hawaiian Affairs, Pa'a Ke Aupuni The Reel History of Hawai'i



The Office of Hawaiian Affairs nation-building efforts needed to gain momentum. A key obstacle to gaining synergy among its constituency was a lack of understanding of the complicated history of the overthrow of the Hawaiian Monarchy and the related legalities. Cynthia Derosier was brought in to facilitate identification of key historic facts and identify and produce a clear and concise communication piece illustrating the historic events.

Cynthia also served as creative director and producer to supervise script development, art development, animation sequencing, and to act as talent scout and director and editing supervisor.

The video is currently in widespread circulation and is available at public screenings, in schools and online. Rather than arguing basic facts, audiences are having stimulating and educated conversations about the issues at hand. In response to community interest, the video will be aired on television by the end of this year.

TEAM BUILDING, COMMUNICATIONS, ORGANIZATIONAL PROCESS : Student Journey Map and Visual System, Kapi'olani Community College

The office of student services was charged with increasing retention and recruitment rates among Native Hawaiian and disadvantaged student prospects.

Cynthia Derosier was initially hired to create a signage system to support students on campus. Start-up meetings with the leadership team revealed a larger issue – working in a silo system, each department was focused on its own objectives, without a unified understanding of student needs and no consistency in helping students understand school processes.

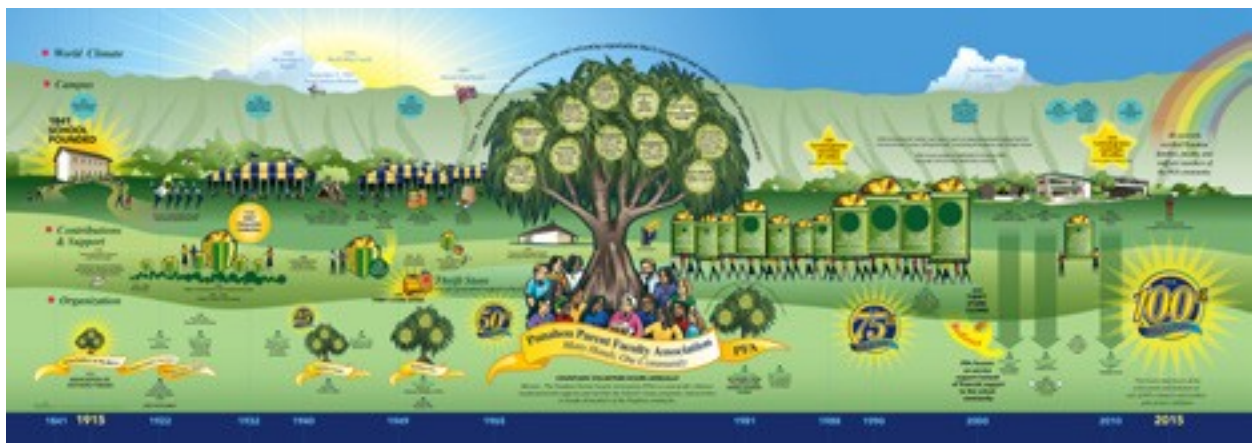
Cynthia facilitated an assessment of student needs, and designed a master journey map to serve as a tool to orient students, and outlined key events and resources at their disposal. Department meetings were facilitated to refine the master map and develop department specific journey maps.



The journey map has been rolled out throughout the campus and student orientation and planning materials. Icons and art used in the maps were then translated to logos, Staff t-shirts and signage helped students identify which campus offices and people offered services identified on the map. KCC administrators report reduced confusion and frustration among students, staff, faculty and administrators, more efficient student support, improved student relations and improved retention rates.

Punahou School Parent Faculty Association History Map, Honolulu HI 2015

Punahou School was celebrating its anniversary and the Parent Faculty Association was looking for a meaningful gift that would commemorate the event. Cynthia facilitated several large and small group meetings to harvest critical dates and identify legacy-worthy content. Content and data were organized into a design that not only made a beautiful piece of art, it also serves as a tool to orient new members to the organization.



PARTIAL CLIENT LIST:**CLIENTS** – Graphic Facilitation, Story Maps/Concept Charts, Consulting

Agriculture Response and Recovery Working Group

RPL Study Group

State of Hawai'i Department of Health

Hawai'i Convention Center

Kapi'olani Community College

Office of Hawaiian Affairs

Ulupono Initiative

Cades Shutte

Baaken Invitation

BI Worldwide

Hawai'i State Department of Agriculture

Lili'uokalani Trust

The Grove Consultants International

Oakland Unified School District

Head Royce School

Santa Clara University

HMSA

Native Hawaiian Education Association

University of Hawai'i, Office of Sustainability

Hawai'i State Foundation for Culture and the Arts

Hawai'i Children's Action Network

Oahu Metropolitan Planning Organization

Native Hawaiian Education Association

Kamehmeha Schools

Punahou School

Hawaii Children's Action Network

Business Consulting Resources

United Green Building Council – Hawai'i Chapter

Ke Kula Ni'ihau

Waimea Middle School

Molokai Charter School

Westwood International

Western Pacific Fisheries Council

CLIENTS – Communications Strategy, Marketing, Corporate Id, Collateral Design

American Express

Hawai'i Department of Business and Economic

Development (DBEDT)

Hawai'i Convention Center

Habitat for Humanity Honolulu

Dispute Prevention and Resolution

Elite Pacific Construction

Opala.org

Hilo Hattie

O'ahu Visitors Bureau

Energy Solutions (HECO)

Hawaiian Telcom

Hawai'i Visitors Bureau

Primavera Software Solutions

Ford Motor Company

Kraft Foods

Rolling Stone Magazine

Polygram Records

US Marine Corps

Pizza Hut

Bishop & Co.

First USA Visa

Waikiki Beach Activities

EDUCATION

Iolani School

Bachelor of Fine Arts, School of Visual Arts, New York City

Masters Candidate, Child Art Therapy Columbia University, New York City

PROFESSIONAL CERTIFICATIONS:

Graphic Facilitation, the Grove Consultants International

Graphic Recording, the Grove Consultants International

Strategic Planning, the Grove Consultants International

Professional Coach: Center for Coaching

MARKETING & COMMUNICATIONS AWARDS

2006, 1999 Pele Award, First Place

2003, 2002, 2001 2000 Telly Award

2006, 2002, 2001, 2000 Pele Award of Excellence

1990 Echo Diamond Award (Best of Show)

1991, 1995 Caples Awards, First Place & Merits

1995 Edison Award

1990, 1991 Kershaw Award