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FOR IMMEDIATE RELEASE

BEAL-INNOSPA COLLABORATION ANNOUNCED WITH CREATION OF BEAL FINLAND

Tuula Antola, CEO of Finland's InnoSpa Consulting, and Alexander Manu, Founder and Director of the Beal Institute for Strategic Creativity, recently announced that their two organizations will collaborate in the creation of Beal Finland.

The news came in a joint announcement in Helsinki September 18th by Tuula Antola and Alexander Manu, as their cooperation deal was finalized.

"We invite Finnish business organizations and institutions to embark on a journey of strategic thinking, where they are guided by the Beal Institute both in Finland and in Canada. On this journey we are more interested in understanding people's long-term behavior and desires than maximizing short term market share," says Tuula Antola of InnoSpa.

"Finland is an interesting arena for the Beal Institute. We see great possibilities in unifying our methods and skills and using them to help Finnish corporations in their quest for renewal. One area of focus is to direct companies' strategic thinking toward shaping the future by creating new competitive spaces and providing organizations' methods for imaginative and creative exploration," adds Alexander Manu, the founder and director of the Beal Institute.

The occasion that first brought the Beal Institute and InnoSpa together was an event organized by Design Forum Finland in March 2007. Both Alexander Manu and Tuula Antola were guest speakers at the event. Alexander recalls, "I came to Finland to look for people who would be interested in collaboration. Very soon Tuula and I realized that we shared many of the same opinions, primarily a strong belief that organizations and institutions utilize only a small fraction of the innovation potential of their workers."

WHAT IS INNOSPA?

InnoSpa Consulting Ltd. was founded in 2006. Its mission is to provide a means for renewal for both Finland and its organizations. The founders, CEO Tuula Antola, and Jukka Pohjola, chairman of the board, are co-authors of "**Managing Innovativeness**" published in 2006. According to Antola, the service promise that InnoSpa gives is to bring out the hidden innovativeness in people and help companies to integrate processes of innovation into their regular practices.

InnoSpa's advisory board includes: Liisa Välikangas, Clas-Håkan Wigell, Markku Hurmeranta, Pekka Roine and Jukka Pohjola.

More information:

www.innospa.fi

www.bealinstitute.org