



POWER SOLUTIONS

CAPABILITY STATEMENT Starfish Synergies Inc.

EMPOWER CORPORATE TEAMS TO ADAPT,
CONNECT & THINK CREATIVELY TO SOLVE
PROBLEMS



WHO WE ARE



Starfish Synergies is a woman-owned certified business and the exclusive provider of **PLAYDOH POWER SOLUTIONS**, delivering unparalleled experiential, creativity-based training. Our unique approach serves as a catalyst for connection, utilizing evidence-based, interactive workshops to address both longstanding challenges and emerging issues.

AREAS OF EXPERTISE

Through our transformative experiences, we engage participants' senses with sounds, visuals, and tactile materials, fostering a profound sense of connection and comprehension. Our model, grounded in research, enhances retention, and embeds concepts in multiple ways, ensuring lasting impact.

Leadership & Team Building:

- Community, engagement and team cohesion
- Adaptive leadership development

Strategic Planning and Evaluation

- Mission, vision, values development

Customized Experiences

- Interactive engaging play-based
- In-person, virtual or hybrid
- Customized to clients' specific needs

Soft Skills/Power Skills Training

- The Art of Imagination in a Corporate World (NEW!)
- Communication and conflict resolution
- Facilitate Like a Pro
- Employee Well-Being & Enhancement
- Resilience & adaptability training
- Onboarding & retention strategies
- Coaching & mentoring

Motivational & Transformative

- Engaging, visionary & optimistic
- Champion creativity & growth

WE LIKE TO KEEP THINGS FUN AND WE KNOW THAT FUN DOESN'T MEAN UNPRODUCTIVE

- Exclusive North American License with Hasbro to deliver **PlayDoh Power Solutions** Corporate Training
- Customized training to the needs of clients, with tangible outcomes
- In-person or remote workshop delivery and retreats
- Team of facilitators to meet training needs or Train-The-Trainer Model
- Transform traditional training into powerful interactive solutions with the use of the happy medium of PlayDoh
- Very high satisfaction rate: 98% of workshop participants would recommend our services



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Our training will maintain a happy healthy workforce with longevity. We go beyond the soft skills and ensure employees have the right tools to bring efficiency and collaboration to the next level.

LEADERSHIP

Founder and CEO Theresa Bailey is a sought after spokesperson and commentator renowned for her bestselling book, captivating speeches on workplace and sports culture, and her ability to get adults to play!

Her remarkable journey reached new heights during the pandemic, securing the exclusive North American license with Hasbro for PlayDoh Power Solutions Corporate training. Armed with a graduate degree in community psychology, Theresa's science-backed methods foster connection and community in workplaces, ensuring clients remain engaged and returning. She champions the transformative power of play, empathy, and communication in healing ourselves and each other, paving the way for more fulfilling lives.



"Theresa brings a unique, creative, and playful solution to learning about yourself, and your team. It is an innovative and constructive method for building effective teams, improving communication and dynamic leadership skills when compared to typical workshops. Our group thoroughly enjoyed the experience, and it was a fantastic opportunity to learn and grow together."

– Production Supervisor CPK Interiors

VALUE

Our workshops gently force your team to think differently about themselves and each other. We will foster excitement in your team and participants will leave feeling optimistic about the future and ready to put in place specific actions. Together we are redefining new ways to work together on remote, in-person or hybrid teams.

INDUSTRIES SERVED



Play is vital to social evolution. In 2023, the World Health Organization highlighted social connection as a global public health priority, emphasizing its role in longevity and well-being. Starfish Synergies HAS HELPED THESE INDUSTRIES recognize the power of play in social evolution, harnessing creativity to foster cooperation and understanding within teams.

Federal, Local Government

- Infrastructure Canada, Department of National Defence, Transport Canada

Corporate

- Berry Global, CpK Interiors, HASBRO, Fiix, Core Molding Technologies

Educational Institutions

- Loyalist College, Algonquin College

Not for Profit

- Canadian Mental Health Association
- Heart of Hastings Hospice

NAICS CODES

611430 Professional and Management Development Training

611710 Educational Support Services

541619 Productivity Improvement

541611 Administrative Management and General Management Consulting Services

541612 Human Resources Consulting Services

541618 Other Management Consulting Services

