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For Immediate Release

**PROACTIVE Problem Solving
The Organizational Engagement System Behind
The World's Most Disruptive Bourbon Distillery**

By Doug Hall

Publisher: Clerisy Press

Recently Published

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"This is simply a brilliant book in its clarity, practical application, and easily digested examples. STOP STUPID START SMART is a simple yet powerful thought. A must read!"
—Ken Grier, Founder De-Still Creative Ltd.

**STOP THE STUPID AND UNLEASH THE POWER
OF PROACTIVE PROBLEM SOLVING**

**New Book – *PROACTIVE Problem Solving* –
by Eureka! Ranch Founder Doug Hall Transforms the Way People Work
Resulting in Higher Employee Engagement, Productivity, and Profitability**

"The way people work isn't working," writes Doug Hall, the visionary founder of Eureka! Ranch and Brain Brew Distillery in his new book ***PROACTIVE Problem Solving*** (Clerisy Press). "Only 32% of employees feel actively engaged. On top of that, our research shows that managers waste an astronomical 3.5 hours every day dealing with broken systems and employee mistakes. What's more amazing is that 78% of those wasted hours isn't from employee errors. It's from flawed work systems!" Businesses are facing a real crisis, he believes, and his call to action is simple: it's time to STOP THE STUPID work systems.

With ***PROACTIVE Problem Solving***, Hall presents a hands-on guide that everyone can embrace to repair outdated systems, eliminate broken processes, and fully engage employees. The book is solidly based on Hall's experience, not only at Eureka! Ranch where he and his team created over 20,000 innovations for organizations like Nike and Disney, but also on his work leading Brain Brew Distillery, his pioneering Bourbon company that grew production to over 100,000 cases annually in just six years. The book, which is filled with inspiring examples including the full Brain Brew Distillery story, is divided into three sections: Defining Problems, Creating Solutions, and Driving Out Risk.

More

1. DEFINING the Problems and Solutions

PROACTIVE Problem Solving starts with identifying WHAT the problem is and then focusing on the WHY. Hall supplies prompts – What problem should we work on? Why is this problem important to solve now? – that help employees pinpoint the issues that matter most. He then shows how to build the communication skills needed to engage others and implement effective solutions.

2. CREATING Solutions

“Creating solutions begins with understanding the three principles that will increase problem solving capabilities by 500 percent – explore stimulus, leverage diversity and inclusion, and drive out fear,” explains Hall. This section provides proven techniques for engaging employees, fostering innovation, and turning teams into problem-solving virtuosos.

3. Driving Out RISK as You Bring Your Idea to Life

In the final section, Hall presents his reliable system for decreasing risk and increasing success. He explains that “having a disciplined system for exploring, testing, and learning about new ideas builds problem solving courage.” This section is about transforming good ideas into game-changing results.

PROACTIVE Problem Solving shatters conventional wisdom about employee engagement and organizational improvement. Engagement increases when employees are part of the solution. Whether you're a manager striving to lead more effectively or an employee wanting to make a greater impact, ***PROACTIVE Problem Solving*** delivers actionable insights that can revolutionize how work gets done. By implementing these methods, organizations will reduce costly mistakes, enhance employee satisfaction, and drive sustainable growth in today's competitive business environment.

About the Author

Doug Hall, author of ***PROACTIVE Problem Solving***, is the founder of Eureka! Ranch and Brain Brew Distillery. He has been named one of America's top innovation experts by *Inc.*, *The Wall Street Journal*, Dateline NBC, and *CIO* magazine. Hall helps organizations find, filter, and fast-track big ideas. His earlier books include the bestselling ***Jump Start Your Brain*** and ***Driving Eureka!*** A chemical engineer by education, Hall was Master Marketing Inventor at Procter & Gamble earlier in his career. For his pioneering work in innovation, Hall was awarded a Doctor of Laws from the University of Prince Edward Island and a Doctor of Engineering from the University of Maine. You can learn more at www.doughall.com or www.eurekaranch.com.