



MEET: RICK BOERSMA

Fun, Action-Provoking and High Energy Facilitator

A creative thinker, risk-taker and leader by nature, Rick Boersma epitomizes what it means to be innovative.

For almost two decades, Rick has created, spearheaded and delivered hands-on experiential programs to organizations wishing to develop innovative solutions, improve creative thinking and find effective ways to problem-solve.

Expert Designer & Facilitator

An animated, passionate and compelling facilitator and trainer, Rick helps organizations realize that—with the right tools—anybody can innovate.

By incorporating fun and engaging simulations, artwork and theory into his presentations, Rick ensures every audience member walks away feeling prepared, energized, and excited to begin innovating.

Most notably, Rick is the designer of Juice's flagship Innovation in a Box program: a simple structured process equipped with practical thinking tools proven to fuel innovative thinking. He is also the author and artist behind the illustrated Innovation in a Box Graphic Novel - an innovative resource to introduce your organization to innovation.



"I have high praise for Rick Boersma as an energetic, engaging facilitator whose Innovation in a Box process provides practical tools which are easy to understand and easy to use!"

RICK BOERSMA

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