

COMPANY OVERVIEW

Lucid Teams helps organizations improve how their teams make decisions, run meetings, and work together. We deliver interactive workshops, training programs, and advisory services for teams ready to change how they work, with expertise delivering improvements at scale.

CORE COMPETENCIES

- Meeting Effectiveness & Facilitation Skills
- Group Decision-Making Frameworks
- Surfacing Diverse Perspectives & Reducing Bias
- Change Adoption & Resistance Management
- Collaboration / Ways of Working Design
- Workshop Design & Delivery (virtual and in-person)

DELIVERY FORMATS

- **Learning Snacks:** One-hour interactive sessions on a single collaboration skill. Ideal for department-wide skill building.
- **Half-day and full-day workshops:** Hands-on sessions where teams design meeting agendas, decision processes, and collaboration agreements tailored to their work.
- **Change programs:** 3+ month programs involving assessment, strategy, training, advisory, and change management.
- **Speaking and conference sessions:** Presentations for all-hands, offsites, and professional development events.
- **On-demand courses:** Self-paced online training with video instruction and downloadable resources.

PAST PERFORMANCE: SELECTED GOVERNMENT & ENTERPRISE PROJECTS

City of Portland, OR: Multicultural Collaboration Group

Delivered a training session on surfacing divergent views, repeated many times across the organization. Hosted by the Multicultural Collaboration Community & Friends and open to all City employees. Participants included the Governor's chief of staff, district attorney, TriMet senior managers, and the Minority Women's Council leadership. Sessions taught techniques for reducing groupthink, including all voices, and gauging group sentiment on proposals and decisions.

City of Valdez, AK: Ports & Harbors Department

Multi-month meeting transformation program for the Ports & Harbors department. Redesigned meeting structures, trained leadership on facilitation and decision-making skills, and established ongoing collaboration systems. Result: 40% reduction in meeting time, 100% seasonal employee retention (a first), and measurable productivity gains.

Under Armour: VP Learning & Development

Comprehensive capability-building program for Under Armour's ~5,000 corporate staff. Included pre-and-post assessment, executive alignment, four company-wide keynotes (~500 attendees each), implementation training for 50 key managers, twelve open practice sessions for all knowledge workers (~70 per session), train-the-facilitator intensives for the global HRBP team, and advisory support for change management and teams adapting the program for Asian factory operations. Covered meeting transformation, group decision-making, and collaboration skill development.

COMPANY DATA

Legal Name	Second Rise LLC
DBAs	Lucid Teams, Lucid Meetings
UEI	843543856
CAGE Code	7MY12
NAICS Codes	611430 • 541611 • 541618 • 541612
Founded	2010
Ownership	Majority woman-owned small business
Principal	J. Elise Keith, CEO
Location	Portland, OR (delivers globally, virtual and in-person)
Contact	elise@lucidteams.com lucidteams.com

DIFFERENTIATORS

- Published book and open-source frameworks on meeting systems and decision design, cited widely in research publications and the business press.
- Guest lecturer at Harvard Business School and California State Universities.
- Original research on meeting effectiveness conducted with university partners.
- Featured in Inc., Forbes, BBC, Fast Company, SHRM, Business Insider, and 150+ industry publications.
- Proprietary frameworks (5D Thinking Map, Collaborative Ecosystem Mapping, Meeting Performance Maturity Model) with ready-to-deploy training materials.