

Idea Generation

Our Idea Generation workshop is a one day workshop that is targeted solely at the generation of viable ideas for your business. It covers the same topics as the Business Creativity workshop but in much less detail since the aim of the day is to create ideas.



The workshop provides:

- A brief introduction to the topic of Creative Problem Solving and using Creativity in a Business environment
- A guide to using Creativity as a serious Business tool
- Practice in a small number of creative techniques
- How to test for a good idea
- A guide to technique selection
- A guide to setting up a creative environment
- Identification of potential barriers to both personal and organizational creativity
- A facilitated idea generation environment
- A cost effective method of generating ideas for your business

There is only a small amount of theory followed by the opportunity to practice using some simple but powerful techniques and to show the number and quality of ideas that can be produced. We also help you work out how much effort you need in order to have a constant stream of ideas within your business.

Attendees are introduced to the 'problem' such as the requirement for new products, higher sales, reorganization etc and will then reframe it as necessary before investigating it and generating possible ideas. A small number of possible solutions will be selected and presentations given to senior managers regarding the idea itself, rationale behind it, market, costings and a prototype if appropriate.

Depending on group size, expect your employees to create of the order of 1500-200 wacky ideas, 100 or so ideas worth recording for the future and up to 10 good ideas worth working on right now.