

Ideas Workshop

Powerful fresh solutions for pressing business issues



Is there a problem in your business that is crying out for creative new approaches? How can you quickly generate innovative ideas for difficult business issues?

The Ideas Workshop is a focused, practical course designed to unleash the creativity of your team. Delegates use a variety of powerful techniques for idea generation, idea evaluation and implementation. They produce a wealth of great ideas for the business issues that you select. The sorts of issues that can be addressed are:

- Ø How can we break into major new markets?
- Ø How can we double our revenues?
- Ø How can we provide better service with less resource?
- Ø How can we attract and retain the best people?
- Ø How can we increase our rate of new product launches?
- Ø How can we attract major new clients?
- Ø How can we double brand awareness?
- Ø How can we motivate staff to be more entrepreneurial?

The workshop is stimulating, intensive, interactive and fun. Participants develop creative skills that they can put into immediate effect. They learn by using a variety of problem-solving techniques on real business issues. They generate radical ideas for your organisation. The course runs for half a day or a full day.

Who should attend? Anyone who wants to find new solutions to problems and to build a culture of creativity in their team.

The workshop is run by Paul Sloane, author of *The Leader's Guide to Lateral Thinking Skills*. He is a renowned speaker and a skilled course facilitator.

Some quotes from delegates:

'Excellent techniques and facilitation.'
American Express

'We enjoyed the exercises immensely and were amazed and delighted with what we achieved.'
AA Motoring Services

'A thoroughly enjoyable day that stretched my thinking and gave me practical tools to transfer to the workplace.'
Nationwide Building Society

'We were pushed to really think outside the box. The process is a valuable tool and it is fun.'
Philip Morris



destination innovation