

## Brainstorming Methods. 1 day workshop.



“Start with a focus on desirability. Come up with something people want, then figure out how to optimize the technical and business aspects of it. Keep in mind that designing for people means designing for a journey through the product and service lifecycle.”

Tim Brown IDEO

**This workshop is suitable for Owners, Managing Directors, Middle Managers, Product Development Managers, Creative Agencies and Educational establishments.**

### Context

As a Product, Communication or Marketing Manager, it is important to keep one step ahead, to be continually innovating in a sustainable, cost-effective way to fulfil the ongoing needs of your customers. By thinking creatively you can cite future opportunities and implement simple, pragmatic changes as well as longer-term innovative developments and strategies; This workshop will give you the creative tools to enable you to think creatively: individually, or in teams; to help you to brainstorm more effectively and to enable you to analyze the results of your creative outputs efficiently. This workshop helps you to focus on the REAL issues for businesses and customers, now and in the future.

In your workplaces, you will benefit from your ability to leverage the creative talents of your colleagues and channel them into the innovation process. **Themes will be given to work on during the brainstorming techniques, or the attendees can bring along their own themes if they are all working for the same company.**

### Workshop Outline. Morning.

Brainstorming Techniques  
Introduction to the Workshop outlining key objectives.

### Creative Exercises:

Warm-up exercise  
Creative Mapping Exercises

### Afternoon.

Sticky Ideas and Random Creativity  
How to evaluate your exercises and make them real.

### Learning Outcomes and Pedagogical Objectives:

To understand why innovation and creativity are important in the marketing, new product development and communication functions.

To understand the difference between “me-too” products and real innovation.

To learn new creativity techniques that can aid you in thinking “outside the box”.

To understand how businesses must keep one step ahead of the competition to have competitive advantage over their counterparts.

To understand how to develop a SMART plan

**This workshop can be run over 2 or 3 days using many other exercises to develop an actual project for your company or your University.**



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