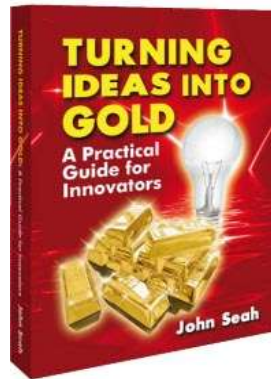


WSQ Innovation: Turning Ideas into Gold (Essential)

BM-IM-401E-1

Workshop Description

In this fun and highly interactive workshop, you will learn the powerful innovation tools, techniques and templates **to generate 1000 ideas within 30 minutes for your business!**



A general manager can use this workshop for his team to brainstorm ideas on:

- How to grow his business more efficiently and effectively?
- How to save \$1M without sacrificing quality?
- How to delight customers without increasing cost?
- What new business segments can we venture into to leverage on our new strengths?
- How to create products/services aligned with our capabilities and resources?

Workshop Objectives

At the end of this workshop, participants will be able to:

- Understand the differences between productivity, creativity and innovation
- Change to innovation mindset to convert ideas killers into ideas growers
- Understand the various phases in the innovation journey
- Utilize the various ideas generation tools, techniques and templates to generate 1000 ideas in 30 minutes

- Systematically select the best of the best ideas out of the 1000 generated
- Present your ideas to your stakeholders and convince them to support / fund you

Workshop Content

- Introduction to productivity, creativity and innovation
- My organisation and I
- Exploring opportunities
- Formulation of innovation statements
- Ideas generation techniques
 - Brain-writing, SCAMPER, Related Words
- Ideas selection technique
 - Perspective-Criteria Matrix
- Incubation technique – P.E.N.S.
- Presentation of ideas
- Prototyping
- Implementation of your innovation project

Takeaways:

- 1 x WSQ Statement of Attainment
- 1 copy of “Turning Ideas into Gold” book worth \$60 at Kinokuniya

Intended Audience:

It is recommended for entrepreneurs, business owners, managers and professionals who seek better and faster ways of generating innovation ideas, resolving problems and/or optimizing opportunities for your business.

For individuals who wish to generate ideas to fulfil their dreams and passions

Workshop Methodology

This dynamic and highly interactive workshop will be conducted with a good blend of instruction, problem brain-storming, discussions and games.

Course Duration: 2 days