

Creating a culture sustainable of innovation;  
any team,  
any time,  
anywhere.

## The Idea Factory

WARNING: CATEGORY 5 BRAINSTORMS AHEAD!

**This is where IDEAS are BORN.**

**This is where INNOVATION reigns SUPREME.**

**This is THE IDEA FACTORY.**



**“The program was a great experience. There is a lot to take back to real life.”**

Silji Abraham, IT

- An effective innovation program created by some of the world’s foremost innovation experts
- Demonstrates the impressive capacity for innovation within your company
- Fully immerses participants in a thrilling environment of personal evolution and revolution

100% of participants have rated the Idea Factory experience as better than any other training program they’ve previously attended.

### THE IDEA FACTORY EXPERIENCE

Developed with the aid of several expert partners in the field of innovation, The Idea Factory delivers on every sensory level. In this innovation program, a group of anthropology students stumbles upon the remains of the once great Idea Factory. Once they open the dusty trunk, something magical happens. As they gradually piece together the timeline of the company from old memorandums, newspaper clippings and press releases, participants discover what made The Idea Factory the bastion of creativity it once was, and what sparked its eventual downfall. In the afternoon, scores of colorful, interactive objects and documents make up the comprehensive and engaging Learning Stations that get everyone physically, mentally and emotionally involved in the process of innovation. Participants learn how to recognize and nurture valuable ideas as they strengthen their ability to make sound judgments both as individuals and teams. While the eclectic facilitators act as professors in a journey towards higher innovation, the participants get to experience the power of thinking outside the box and apply different problem-solving styles and idea-creation tools to their work. All the teams then get to apply the innovation processes they gained from the workshop and Learning Stations in a group exercise where they have to pitch an idea for a new, breakthrough toy to a very

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prominent toy company. This is where in true experience it fashion, everyone gets to see their ideas come to life!

This wonderful program teaches participants the benefits, practices and processes of innovation as they learn how to put them into play in their respective fields. It teaches them how to better manage diversity and harness the skills, experience and power of their workforce and how to create fertile grounds for innovating products, services and customer relations tools. Experience why this team-building innovation program has been hailed as better than any other training program previously attended by 100% of participants.

### LEARNING OUTCOMES

- Creating fertile grounds for innovating products, services, processes and customer relations tools
- Help you better harness the skills, experience, and power of your workforce
- Outline how to incorporate different problem-solving styles in your brainstorming sessions
- Demonstrate how to recognize, support and respect the value of a new idea
- Show you how to learn from the past, adapt to the present, and anticipate the future of your business
- Improve the caliber of decisions being made by groups and individuals
- Build team-strength within your organization and better your customers' lives
- Take the strategic focus and overall effectiveness of your workforce to a higher level

### PARTICIPANT QUOTES

"The environmental change (room/attire) made a big difference in getting people out of their daily routine and dropping them into a capsule for learning."

Eric Humphrey, Purchasing

"Very effective"

Anonymous DaimlerChrysler Manager