



## **BRAIN BOX INNOVATION**

### **TRIGGERS**

It's an uncomfortable truth that if you're not moving forwards you are actually moving backwards as the market never stands still. For your company to succeed you need every department to be infused with an enthusiasm for solving problems and finding new and better ways of delivering your Brand Promise to your clients and customers. If you've observed any of the following, think of them as warning bells that require your attention:

- A lack of proactivity within your workforce
- Problems aren't solved, they're delegated or glossed over
- An emerging culture of blame and negativity
- A pipeline that's empty of innovative proposals
- A belief in 'if it ain't broke, don't fix it' philosophy

### **OUR APPROACH**

Our belief is that problems are always a hidden source of opportunity.

Our 'Brain Box' problem solving programme uses Whole Brain Thinking to equip staff with a set of problem solving tools that are appropriate to each individual's thinking style.

Our 'Ideascape' creative thinking program overcomes the 'I don't have a creative bone in my body' inhibition by giving participants an understanding of how they get 'stuck' coming up with ideas and a set of tools to get their thoughts flowing freely again.

### **OUTCOMES**

The greatest obstacle to developing a culture that willingly embraces problems and looks for new solutions is a lack of process. The Brain Box Innovation program gives a process for dismantling problems and a process for generating ideas.

### **YOU CAN EXPECT TO SEE**

- An enthusiasm for positive change
- An innovative approach in unexpected areas of the business
- Better teamwork in times of difficulty
- A more highly stimulated and excited working culture
- Improved processes, products and services
- Increased profitability

#### **To see our short presentation:**

mail@thiinkconsulting.com or call 0414 209 220