

**The Scenario:** Your boss just told you that your budget was cut by 20% and you will lose three staff members. You ask how you can achieve your objectives with this reduction. The answer?  
“BE CREATIVE.”

How can you be creative? What does that mean? And if you are truly creative, how can you be sure anyone will approve your solution if it has never been done before?

Businesses everywhere recognize the importance of looking to non-traditional avenues to find new products, new distribution channels, new marketing methods, and new operational procedures. Competitive pressures are forcing this. Economic pressures are also forcing organizations to do more with less. But very few businesses know how to foster innovation and how to accept innovative thinking when it appears.

This experiential workshop introduces participants to creative thinking tools and techniques that can be used to solve today's business problems effectively. Participants bring real problems to the workshop to be used during the exercises. The techniques taught and practiced will be directly applicable to the work environment as both individuals and teams can transform their approach to problems and opportunities.

Participants will learn how to:

- ◇ Generate creative ideas
- ◇ Accept and improve ideas that might be rejected because it's never been done that way before
- ◇ Collaborate with others to find innovative and effective solutions

# Innovative Thinking Workshop

*“Innovation is the central issue in economic prosperity.”*

**Michael Porter**  
**Harvard Business School**



3129 Baker Road,  
Springfield, Ohio 45504  
937-342-0056  
[www.Acorn-Consulting.com](http://www.Acorn-Consulting.com)

## **SAMPLE AGENDA**

### **Thinking Styles Exercise/Herrmann Brain Dominance Results**

Introductory exercise to promote communication among participants and to introduce the concept of differences in thinking style preferences. Discussion of the implications of the differences in thinking style preferences on creative thinking

### **Innovation Process Overview**

Introduce a structured process that supports idea generation, idea development and enhancement, and idea implementation.

#### **Step 1: Defining the Task**

Introduce ways to define and explore the task at hand to ensure there is a shared understanding of what is needed.

#### **Step 2: Idea Generation**

Introduce and practice techniques to stimulate and enhance idea generation.

#### **Step 3: Idea Selection**

Introduce and practice ways to select specific ideas to pursue from the many ideas generated.

#### **Step 4: Idea Development and Enhancement**

Introduce and practice techniques to develop and enhance selected ideas into more complete solutions.

#### **Step 5: Idea Implementation**

Introduce and practice techniques to move selected solutions towards implementation.

### **Key Success Factors**

Discuss how to apply the innovative thinking techniques in daily work.