

THE IDEA FACTORY: CREATING SUSTAINED INNOVATION

The value of innovation in the business marketplace is steadily increasing. To deliver profits organizations must develop and support a culture that encourages creativity and where leaders learn to recognize strong ideas. Business teams must create processes that bring ideas to life.

WINNING COMPANIES COMPETE ON IDEAS

IDEA FACTORIES out think the competition. They invent new ways to connect with their customers, create new approaches to organize their people and technology, new strategies to build their brands, They have the ability to capture new thinking, best practices, and the smartest ways of working.

An IDEA FACTORY operates under the premise of sustained innovation. A company that can adapt quickly will move forward. Those who hesitate will falter and be left behind. An IDEA FACTORY has a culture of innovation. A culture of innovation that supports and rewards employees who are willing to initiate and complete positive change ideas. IDEA FACTORIES know how to move ideas through to innovation. Big ideas are not just talked about. They are put in place.

PEOPLE SUPPORT WHAT THEY HELP TO CREATE

True IDEA FACTORIES expect every person to be active in idea development and implementation. Every employee has the ability to transform what he or she does each day. Employees are invested when they put their ideas in place themselves. The entire organization benefits from their commitment. Employees are willing to go the extra mile when they know their ideas are valued

TOOLS FOR THE IDEA FACTORY

A company can give employees the directive to come up with ideas and to put their ideas in place but there will be little change if they do not have the skills or a process in place that enables them to make it happen.

The key skill sets and processes necessary for creating a successful IDEA FACTORY are:

- A Creative Problem Solving Process
- A Strategic Planning Process
- A Leadership Development Process

These key processes provide the skills to transform your organization.

The Strategic Innovation course drives innovation through developing a culture of creative thinking applied to creative problem solving.

The Strategic Planning course facilitates the development of a strong plan that serves as the roadmap to success. It also teaches both short term and long term planning skills. This is key to constant innovation implementation over time.

The Leadership course fuels the organizations culture of innovation. As individuals take ownership for their ideas, they take the lead in implementing them. Thus, strong leadership skills exist throughout the organization.

Contact us now to transform your organization into a true IDEA FACTORY

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