

turning corporate creativity into market success

We teach you how to foster innovation
that boosts profits

THE PRESSURE TO SUCCEED IS IMMENSE ...

... This is not new news to many of you. Everyone expects consistently high performance, whether its customers, partners, suppliers, employees, superiors, etc. At the same time, the market is demanding new, innovative products and services at an increasing pace. As someone once said: "If you can't keep up with the times, you'll be left behind." Change processes within a company and strong competition both play a part.

However:

- At what point is innovative strength a competitive advantage?
- How does a company set itself apart from the competition?
- What do the structures and processes of innovative companies look like?
- What trends should companies be aware of?
- How do you generate creative ideas and then evaluate them?

TARGET AUDIENCE

Individuals who would like to be more successful in fostering and implementing innovation. Experience shows this to be CEOs, young entrepreneurs, heads of institutions, divisions, departments and teams, project managers, executive managers as well as employees who are facing or experiencing organizational change and want to help shape their company and implement new ideas effectively.

YOUR BENEFIT

In today's world, innovative skills are an absolute must-have in many business situations! In this exclusive seminar, you gain impressive creative know-how and innovative strength: You learn what drives creativity and innovation and how to tell the difference between an interesting idea and one that can boost the bottom line. In a secure and controlled environment, you will be confronted with the typical challenges presented by creativity and innovation and will receive professional feedback among equals. You will learn how to adapt to various situations and react effectively to challenges and hurdles in the market. All this, packed into a single day. Just register with us today!

prefer it entertaining?

Our workshop features many practical exercises with high learning effect and fun factor, promising non-stop excitement!

08.30 – 09.00	Arrival accompanied by coffee and croissants
09.00 – 09.10	Welcome
09.10 – 10.15	<p>1. Creativity and innovation as a competitive advantage</p> <p>As an introduction, we show you companies both large and small that have achieved a sustainable competitive edge through their innovations. Through this simple yet powerful exercise you learn why customers are often willing to pay more for what seems like the same product. <i>Methodology: Presentation, exercises and experience-based learning</i></p>
10.15 – 10.30	Coffee break
10.30 – 11.30	<p>2. Innovation: Structures and processes</p> <p>You learn how companies with a strong culture of innovation are set up. Based on a 5-point plan, you receive practical guidelines for boosting creativity within your company. Each point is backed up with a real-world example of how this impulse was implemented by a business. <i>Methodology: Presentation, input and case studies from companies</i></p>
11.30 – 12.30	<p>3. Current trends</p> <p>In addition to sharing structures and processes, we help you get a sense of what is increasingly important for your customers and partners over the short-, medium- and long-term. Discover more about what societal and cultural trends are driving the market as well as about the development of customer needs. We teach you all this using a practical model. With this knowledge will allow you to lay a solid foundation for your new (business) ideas. <i>Methodology: Presentation, case studies from companies and group work</i></p>
12.30 – 13.30	Lunch
13.30 – 14.00	<p>4. How our brain can play tricks on us</p> <p>Humanity has come up with many brilliant ideas for products and services. With the help of astonishing exercises, though, you will learn how our thoughts and senses (e.g., sight) can sometimes prevent us from internalizing key information. <i>Methodology: Video visualizations and exercises</i></p>
14.00 – 15.30	<p>5. Creative process: Brainstorming and evaluating ideas</p> <p>You learn practical methods for brainstorm as well as quickly evaluating ideas. Mastering this skill of assessing ideas at an early development stage is extremely important as it prevents unnecessarily high (development) costs. Seminar participants will develop a customized method for specific and feasible solutions based on their current brand and the existing challenges at their company. <i>Methodology: Group work, coaching & dialogue</i></p>
15.30 – 15.45	Coffee break
15.50 – 17.00	<p>6. Your toolbox: Food for thought and helpful tools</p> <p>In conclusion, you will receive additional helpful instruments along with tips on how to best apply them. The range of applications for these tools is diverse: strategy, innovation, product development, branding and marketing, sales, HR, etc. <i>Methodology: Presentation, case studies from companies, exchange of experience and coaching</i></p>
17.00 – 17.15	Final discussion: Reflection and application within own company

HIGHLIGHT

are you still booking, or are you already innovating?

Set new standards skillfully - for you and your company

CONTACT US FOR REGISTRATION OR PERSONAL CONSULTING

Telephone +41 56 410 10 00 / E-Mail to info@winspire.me

INFORMATION AND FEES



Participation fee per person is CHF 1'250.- or EUR 980.- (plus. MWST)



The minimum number of participants per seminar: 6 people



The event will take place on your premises
(We are happy to organize an alternative venue at an additional charge)

MEMBERSHIPS & CERTIFICATES



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The Swiss think tank outside of Zurich grew out of the idea to foster SMEs. Our colorful team consists of strategists, designers and innovators – all backed up with the necessary academic know-how and years of experience in management positions or heading key (innovation) projects. Edutainment, the art of conveying educational content in an entertaining manner, is a topic near and dear to our hearts.