

Idea Agent Training

The Idea Agent™ training is a hands-on program designed mainly for managers that need to be able to take an active role in facilitating creative business development processes. The two day program focuses on the design of an idea process, the tools and techniques available for creating and managing ideas and the appropriate leadership skills needed to facilitate the process.

"There is no doubt in my mind that the Creative Process Training has had a major effect on the idea production and on the way we conduct our idea management work within Tetra Pak R&D".

Mark Atkins - Managing Director, Tetra Pak R&D

Objectives:

- To make the participants able to design, facilitate and document a professional creative business development process using techniques way beyond "brainstorming".
- To enhance the participant's understanding of the building blocks of creativity and innovation.
- To make the participants discuss, compare and analyse their organization's innovation DNA.

Deliverables:

- "Test-bed" facilitations of issues that the participants bring with them from their own organizations creating results with immediate "take home"-value.
- Ideas for business development.
- *The Idea Agent Handbook* (by Idélaboratoriet) as well as *Idébok 1* (by Fredrik Härén)- a toolkit that contains all the knowledge you need to become a successful facilitator of creative processes.

Time:

Two days from 9-16 focused on action – reflection – learning at Minc Innovation Lab in Malmö, Sweden (or a similar facility elsewhere).

For open training dates, please visit our website (address below).

Price:

10800:- SEK excl. VAT per person including lunches, books and other training materials.

Courses are run in Swedish or English.

