

# Innovation Workshop for systematic discovery of ideas

## Starting Point

Are you looking for innovative ideas and would you like to be more innovative than your competitors? Innovative solutions are the key to improving the competition position, growth and profitability of a company. The discovery of new ideas is therefore a deciding factor for the success of a company to ensure its future.

innoBE will moderate your Innovation Workshop and guide you systematically through the idea generation process to discover innovative ideas and solutions such as new products, product modifications, services, processes, the optimisation of customer services or a way to structure internal processes more efficiently.

## Procedure

In the preparatory phase, the search fields are defined for the ideas to be generated, the questions are identified and the project team is put together. To examine ideas from all relevant points of view, participants in the Innovation Workshop include the employees of a company on one hand and external experts from your and our networks on the other.

In the first stage of the Innovation Workshop, a large number of unanalysed ideas are generated by using a variety of creativity methods. The initial aim is to generate the widest possible selection of new ideas. Then structured methods are used to select a few idea concepts that promise success for further work. The several hundred individual creative ideas are reduced to between ten and thirty idea concepts.

During the next phase, the aim is to decide which of the most promising idea concepts should be developed further. The selected idea concepts undergo opportunity and risk examination and analysis.

## Benefits

- In a short time, you will generate systematic and focussed new ideas and innovative solutions
- You will become familiar with a practical process model
- Questions will be examined from other, external viewpoints
- You will come up with radical and surprising new solution approaches



### **Target Audience**

Companies, groups and individuals who are looking for innovative ideas and unconventional solutions to concrete questions.

### **Duration and Organisation**

An Innovation Workshop lasts around two to three days, depending on the questions. The organisation and group composition with external experts is taken care of by innoBE. The number of participants is between ten and fifteen.