

**marcus evans** professional training

# Innovating for Business Growth

Learn New & Proven  
Strategies, Processes, Tools &  
Techniques to Accelerate Innovation

FOCUSED SERIES

Benefits of attending this comprehensive course will include:

This workshop will permit you to:

- Increase Business Growth by Fostering More Innovation
- Apply the 4-Stage Accelerated Innovation™ Process to real goals, challenges and problems
- Accelerate processes that produce or enable innovation
- Change habits to improve creativity and innovation
- Collaborate with better thinkers who leverage diverse brainpower
- Create new products, services & experiences
- Design Innovation Development Plans that continuously improve innovation
- Enhance teamwork & collaboration
- Minimize risks, barriers, and obstacles to innovation

WITHOUT CONTINUAL **GROWTH** AND **PROGRESS**, SUCH WORDS AS...

improvement, achievement  
and **SUCCESS** have **no** meaning

BENJAMIN FRANKLIN

# Innovating for Business Growth

## Learn New & Proven Strategies, Processes, Tools & Techniques to Accelerate Innovation

### Why should you attend?

The focus of companies today is on present and future growth. It can be demonstrated that companies that do not grow are doomed to future failure. It is therefore necessary for you as an executive not only to be part of that growth but also especially to be in a position where you can lead by being an innovator and point person for that growth.

### Turning 'Theory' into 'Practice'

Innovating for Business Growth training has been designed to be effective for nearly anybody for almost any goal, challenge, problem or question. The workshop design is based on how the human brain thinks, and therefore can be used for a variety of job situations, functions and professions. Over two decades have been invested in developing, refining and testing proven models and processes that will be taught in this workshop. You will learn how the human brain is constituted and how the four quadrants that comprise the 4BrainThinker™ 4-Quadrant Model differ and can be used. You will be introduced to unique processes that help you facilitate creative and innovative thinking. The tools and techniques you will be exposed to will permit you to clarify how you can think better, faster and smarter. Finally, you will learn how to USE your whole brain by applying the 4-Stage Accelerated Innovation® Process that will permit you to: Investigating Needs, Create Ideas, Evaluate Solutions and Activate Achievable Plans.

### Key areas to be covered in the programme and documentation

#### Know Brains

- Understanding How Brains Think
- Know Your Brain Game™ Experience
- 4Brain Thinkers Innovation™ Model

#### Know Goals, Needs, Processes and Tools

- Clarifying Goals, Challenges, Problems & Questions
- 8 Great Questions on Innovation
- Understanding the Need for Creative & Innovative Thinking to Foster Business Growth
- Clarifying Barriers & Blocks to Creative & Innovative Thinking
- How to Generate Breakthrough Ideas Faster
- The New 3Rs Process: Record, Recall, Recycle
- The 2-Step Ideate & Filterate Process
- The 4-Stage Accelerated Innovation Process
- Accelerate-to-Innovate Methods to Optimize Processes
- Innovation Tools & Systems
- How Question Banks Stimulate Breakthrough Thinking
- Train Your Brain Strategies
- Building Bigger & Better Innovation Tool Kits

#### Know Brainer Techniques™

- Leveraging the Full Power of the KnowBrainer
- Stimulate-to-Innovate Methods
- Questioning Technique with the KnowBrainer
- Wordating Technique with the KnowBrainer
- Quotemplating Technique with the KnowBrainer
- Visualating Technique with the KnowBrainer
- FlashThinking Technique with the KnowBrainer
- KnowBrainer Power Tool Techniques Menu

#### Know Better Brainstorming Techniques

- Thinkathon & Idea Exchange Techniques
- Questioning Methods
- How to Develop Question Banks
- 8 Great Questions for Innovate

#### Know More Innovation Tools

- FlashBrainer™ Innovation Software
- Innovation Activator™ Software
- Microsoft Office eTemplates for Microsoft Word, Excel & PowerPoint
- Idea Fan Note Recorders
- Journals

#### Targeting Business Growth Opportunities for Applied Innovation

- New Products & Services Innovation
- Selling & Sales Innovation
- Marketing, PR & Promotions Innovation
- Process & Manufacturing Innovation
- Meeting & Event Planning Innovation
- Leadership & Management Innovation
- Design & Experience Innovation
- Environment & Space Design Innovation
- Learning & Development Innovation
- Communication Innovation
- Strategic Planning Innovation
- Green & Sustainability Innovation
- Government & Political Innovation

#### Applying the 4-Stage Accelerated Innovation® Process

- Stage 1: Investigate Needs - Investigate-to-Innovate
- Stage 2: Create Ideas - Create-to-Innovate
- Stage 3: Evaluate Solutions - Evaluate-to-Innovate
- Stage 4: Activate Plans - Activate-to-Innovate

#### Valuation and Activation Strategies

- Communication Strategies
- Facilitation Strategies
- ROI Strategies: Return On Ideas, Return On Implementation and Return On Innovation™
- Strategies to Facilitate Follow Through
- 88 Great Words That Help You Activate
- 8 Great Questions
- Getting Things Done the David Allen Way

#### Fostering Continuous Innovation™

- Celebrate-to-Innovate Strategies
- Replicate-to-Innovate Strategies
- Innovation Communities & Networks: Relate-to-Innovate
- Activate-to-Innovate
- Follow-up Networking Technique

# Innovating for Business Growth

Learn New & Proven Strategies, Processes, Tools & Techniques to Accelerate Innovation

## Benefits to you

This workshop will permit you to:

- Increase Business Growth by Fostering More Innovation
- Apply the 4-Stage Accelerated Innovation™ Process to real goals, challenges and problems
- Accelerate processes that produce or enable innovation
- Change habits to improve creativity and innovation
- Collaborate with better thinkers who leverage diverse brainpower
- Create new products, services & experiences
- Design Innovation Development Plans that continuously improve innovation
- Enhance teamwork & collaboration
- Minimize risks, barriers, and obstacles to innovation

## Who should attend?

The program is designed for people in product development, management, sales, marketing, public relations, communications, and operations.

Duration of Course:	2 days
Price of Course:	\$2,995
Dates of Course:	9-10 March 2010
Course Code:	USPT122

## Information about the trainer Gerald "Solutionman" Haman

Gerald "Solutionman" Haman is an acknowledged "guru" of innovation. Haman founded SolutionPeople.com in 1989, Thinkubators.com in 1997, InnovatorsDigest.com in 2005, InnovationTooloftheMonthClub.com in 2008, and he plans to launch illumiNation.com in 2010.

Haman enjoys connecting interesting people with other innovative and creative minds. People call him "Solutionman" because of his ability to quickly help people develop breakthrough solutions. Since launching SolutionPeople, Haman has helped people generate more than 3,000,000 ideas valued at over 2,000,000,000 dollars. Formerly, Haman was an award-winning manager at Procter & Gamble and Arthur Andersen. In addition to creating the KnowBrainer, he also created the world's first innovative thinking programs for iPhones and iPods, software programs including the FlashBrainer™ and Innovation Activator™. Solutionman has a Masters Degree in Communications and Training from the University of Minnesota and teaches part time at Northwestern University, the University of Illinois-Chicago, and the Illinois Institute of Technology.

In 2007, Haman was certified as an "Experience Economy Expert" by Joe Pine and Jim Gilmore, the pioneering authors of groundbreaking books including The Experience Economy and Authenticity. He incorporates many Experience Economy principles into his innovation facilitations and workshops.

"The innovative approach to training combined with useable take-away tools like the KnowBrainer made for one of the most valuable training sessions in which I have participated."

AMERICAN EXPRESS

"Simply an amazing experience. This goes WAY beyond just a creativity seminar. This is applied creativity, and is it powerful. If you are looking to make your business expand exponentially, I highly recommend the training."

PETER MARS AUTHENTIC

# marcus evans

## professional training

### Trainers – key to our success!

**marcus evans'** trainers are leading associate trainers. This ensures that our trainers are the best and most appropriate trainers for each individual course in terms of areas of expertise, training style, commercial industry experience and proven results.

We choose trainers who are specialists in their respective fields and are dedicated to enhancing the skills and knowledge of our delegates through practical, interactive and applicable training.

### Training style – making training dynamic!

Our trainers are selected on their ability to inspire, motivate and empower delegates. This is achieved by delivering training that is dynamic and relevant to the day-to-day challenges delegates face in the real world.

All of the training courses offered represent a blend of tried and tested methods as well as the latest tools, techniques, market research, case studies and dynamic ways of thinking.

A maximum of 12 delegates per course in deluxe training venues allows for interactive training through group discussion, role-plays and exercises giving delegates the "how to" applicable and adaptable skills that they can use on returning to work.

### Course content – making it relevant!

All delegates complete detailed pre-course questionnaires before the event enabling trainers to tailor course content in order to meet specific delegate needs. Delegate objectives are re-visited before, during and after the event allowing us to focus on outcomes and address any delegate concerns as and when they arise.

Where applicable, our trainers also act as coaches in providing one-to-one advice and feedback both during and after the course. To support your learning, we provide extensive documentation on all courses including, theory, models, exercises, worksheets, case studies, action plans, slides and further reading and reference material.

### Course information

Upon receipt of your completed registration form you will receive formal confirmation of your booking. Approximately three weeks before the respective course you will receive all pre-course information including joining instructions, course timings, venue and accommodation information and pre-course questionnaires. Should you need to make travel and accommodation arrangements prior to receiving this information then please do not hesitate to contact a member of our team on 514-289-9700 ext:240.

### Further information

Please visit [www.marcusevanspt.com](http://www.marcusevanspt.com) for further course information and training resources including:

- Course Booking and Administration Notes
- Accommodation Booking Service
- Special Offers and email Updates
- Recommended Reading Materials
- Training Articles and News
- Over 50 Public Course Outlines and In-Company Training Solutions
- Download our 2010 Course Directory

### In-company training solutions

If you have a number of delegates with similar training needs then you may wish to consider having a cost-effective in-company training solution delivered locally or on-site. Courses can be tailored to specific requirements or developed as bespoke solutions. We also deliver activated teambuilding and leadership in-company workshops.

Book now on 514-289-9700 ext:240

**marcus evans** professional training courses combine the latest tools, techniques, market research, case studies and dynamic ways of thinking, delivered by experienced trainers to ensure the skills and knowledge acquired are directly applicable to your organization.

<b>Research</b>	the latest concepts, tools, techniques and tried and tested methods
<b>Trainers</b>	the highest standard of dynamic trainers with cross-industry experience
<b>Tailored</b>	detailed pre-course questionnaires to address your objectives
<b>Applicability</b>	training relevant to your needs and your workplace
<b>Interactive</b>	limited numbers with group exercises, role-plays and feedback
<b>Action</b>	planning, implementation and follow-up
<b>Documentation</b>	comprehensive supporting notes and further reading materials
<b>Venue</b>	deluxe facilities supporting the training environment

# Registration Form

Fax back now on 514-289-9218 to reserve your place

Please photocopy this form for future use or download from [www.marcusevanspt.com](http://www.marcusevanspt.com)

Title  Mr  Mrs  Miss  Ms  Dr  
First Name: \_\_\_\_\_  
Surname: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Course Name: Innovating for Business Growth  
Course Date: \_\_\_\_\_  
Course Code: \_\_\_\_\_ Course Fee: \$2,995

## Client Information

Client Name: \_\_\_\_\_  
Client Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_

## Training Booking Contact Information (person making the booking)

Name: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

## Authorisation

Signature: \_\_\_\_\_  
Date of Booking \_\_\_\_\_

(By signing this contract, the individual agrees on behalf of the Client to the stated Terms and Conditions)

## Terms of Payment

Total Course Fee/s \$ \_\_\_\_\_

(Payment is required within 5 working days from the booking)

I would like to pay using my Credit Card:  
 Amex  Visa  Mastercard  Eurocard  Diners Card

Card Number: \_\_\_\_\_  
Valid From: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_  
Security Number (last three digits on reverse of card): \_\_\_\_\_  
Card Billing Address: \_\_\_\_\_  
Cardholder Signature: \_\_\_\_\_

Title  Mr  Mrs  Miss  Ms  Dr  
First Name: \_\_\_\_\_  
Surname: \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Course Name: Innovating for Business Growth  
Course Date: \_\_\_\_\_  
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First Name: \_\_\_\_\_  
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Job Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Course Name: Innovating for Business Growth  
Course Date: \_\_\_\_\_  
Course Code: \_\_\_\_\_ Course Fee: \$2,995

## Terms and Conditions:

- Confirmation: Your booking is confirmed upon receipt of a signed registration form received either by fax with credit card payment details or by post with a cheque. Alternatively, an invoice can be sent out whereby payment must be received within 5 working days of the booking confirmation and before the course date.
- Payment: All payments must be received within 5 working days of booking and no later than 14 days before the course date. Failure to pay within this time may result in the course place being cancelled subject to the cancellation terms below.  
On all amounts not paid when due, the Client shall also pay interest, which shall accrue at the rate of 4% above the Barclays Bank Base Rate until full payment is made.
- Cancellations: Cancellations must be received in writing and are subject to the following charges:
  - Cancellations received more than 3 weeks before the date of the booked course will be charged at 50% of the booking cost.
  - Cancellations received less than 3 weeks before the date of the booked course will be charged at 100% of the booking cost.
- Substitutions: Delegate substitutions are welcome at any time and do not incur any charge. Please fax or email your substitution details to [marcus.evans.professional.training@+44.020.7262.7125](mailto:marcus.evans.professional.training@+44.020.7262.7125) or [trainingenquiries@marcusevansuk.com](mailto:trainingenquiries@marcusevansuk.com)
- Transfers: Transfers to alternative courses or dates must be received in writing and are subject to the following terms and charges at the time of receipt of written confirmation:
  - Transfers received more than 5 weeks before the date of the booked course will not be charged.
  - Transfers received between 3 & 5 weeks before the date of the booked course will be subject to an additional 20% of the initial booking cost.
  - Transfers received less than 3 weeks before the date of the booked course will be subject to an additional 50% of the initial booking cost.
  - Transfers not confirmed in writing or made on the day of the event will be treated as a cancellation.
  - If a transfer is made before payment has been received, both the original invoice and subsequent transfer invoice remain due even if the reservation is subsequently cancelled.
- Alterations to the advertised course: marcus evans will not be held liable for any costs or losses whatsoever incurred by the Client or repayment of any monies to the Client for any alteration in venue, date, content or trainer or postponement of any event. In the event that marcus evans permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date, the Client shall receive a credit voucher for the full amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at any similar marcus evans professional training event. No refunds, part refunds or alternative offers shall be made. The parties acknowledge and agree in advance that marcus evans invests considerable cost in the production, marketing and organisation of the event and that it would sustain considerable losses as a consequence of or arising from such alteration or cancellation and that therefore this Section is reasonable in relation to the losses marcus evans would sustain which are uncertain and difficult to estimate at the time the Contract was made.
- Liability: By completing this registration form the Client hereby agrees that marcus evans will not be able to mitigate its losses for any less than 50% of the total booking cost.
- Confidentiality: All information and training materials supplied are confidential and for Client use only. Such information may not be copied, transmitted, recorded, distributed or conveyed in any way to any third party for any purpose nor duplicated by the Client for the purposes of internal training.
- Data Protection: Client confirms that it has requested to allowing marcus evans to retain Client information on marcus evans group companies database to be used by marcus evans group companies, and passed to selected third parties, to assist in communicating products and services which may be of interest to the Client by letter, phone, fax, (inc. automatic dialling) email or other electronic means. If the Client wishes to stop receiving such information please inform marcus evans. For training and security purposes telephone calls may be recorded.
- Governing Law: This Contract shall be governed and construed in accordance with the law of England and the parties submit to the exclusive jurisdiction of the English Courts in London. However, marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.