



Making Innovation Happen

Idea Generation for Business

Course length: 1 day (1 of a 4 day programme)

The development of new products and services can help you access new markets.

This masterclass will highlight creativity skills and problem solving tools that can be to stimulate new ideas and a more innovative culture within your business.

How can it help?

- Take away tools and techniques to generate, access and filter new ideas
- Identify new markets, new products and services
- Produce an action plan to move the business forward
- Solve key challenges within your identify business
- Foster a more innovative, problem solving culture
- Improve systems and processes

Programme outline

Idea generation tools and techniques will be developed and used to consider new product concepts, new ways of delivering a service, new marketing messages and campaigns, solutions to problems or new ways of working.

These techniques include:

- Exploitation of new ideas
- Motivation for innovation, types of innovation and innovation funnel
- New product development success factors
- Customer led ideas
- Personas
- De Bono Six Thinking Hats
- Creativity and concept development
- Linear and lateral thinking
- Brainstorming including structured and reverse
- Kano Model - features and satisfaction

Who should attend?

This masterclass can be delivered at intermediate or advanced level to small, medium or large businesses.

This will help business owners and business personnel to identify and develop new product concepts or improvements.

It is anticipated that a number of participants from each company and from different levels and functions take part.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this one day course or the full four day innovation activity that can be carried out within your organisation please contact:

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