



Who is this training for?

- Team members from any function who need to innovate and generate business building ideas
- All industries/ public sectors
- Relevant to B2B & B2C



" Brilliant! Hi energy! Really usable material—not just the theory. Practical sessions meant I left knowing I would be able to use what I learned confidently, back at the office "
**Marketing Manager
Pharmaceuticals.**

" Innovation Intensive" 1-Day Training

- Join us in London for this dynamic 1-day intensive innovation training where you'll **learn to innovate faster and smarter.**
- Learn about Anatello's **Complete 3-in-1 Innovation System** – a proven approach that you can use for all your innovation challenges.
- Great **balance of theory and practice.** You'll work on real live challenges you bring to the workshop.
- Network with peers and gain insights from other sectors.

What You'll Learn.

1. Anatello's **Complete 3-in-1 Innovation System** including a 5-stage innovation process. (Proven repeatable methods for producing creativity and invention on demand)
2. **Tools and techniques** to enrich your creative thinking and capitalise on the innovation process.
3. Access the **resourceful "mindstates"** for innovation.

How this Training Benefits Your Organisation.

- Increased awareness of the importance of creativity and innovation in business in the 21st century, and specifically how creative thinking and innovation can drive **competitive advantage.**
- You'll learn to break free from the accepted way of doing things and spot alternatives—this is the **entrepreneurial approach.**
- You'll discover tools that will double, if not triple, the effectiveness of your innovation and idea generation sessions.

Anatello[^]

Learning Highlights

Key Innovation Process

- Anatellô's **5-stage** innovation/creative thinking **process**. (Proven repeatable methods for producing creativity on demand)

Innovation Mindstates

- The importance of **open-mindedness** to new thinking
- Unlocking **curiosity**
- Working together positively to support innovation and change.
- Dealing with ambiguity and **uncertainty**
- Developing **resilience** and maintaining motivation

Innovation Tools & Techniques

- **Define** the problem/task effectively.
- 5 proven **idea generation** techniques
- 7 ways to **develop ideas** and make them more useful
- Idea **evaluation** and **selection** techniques that retain creative input
- **Digital techniques** to support innovation
- Using **social media** to enhance creativity
- Fully **develop the concept** until it's truly feasible
- Introduction to **visual thinking**
- **Selling** innovation and change internally.

Why Choose Anatellô for Your Innovation Training?

- We are **specialists** in innovation. We have our own body of knowledge and also draw on world class research in our field. We help our clients **create value** through innovation projects.
- Our courses are **highly experiential** which keeps you engaged.
- Our trainers and facilitators are senior people who have **extensive experience** of the theory and practice of innovation. They can respond to the unique interests and aspirations that you bring to the training.

Key Details for "Innovation Intensive" 1-day Training

Date : 10th April 2014

Time : 9.30 to 17.30

Location : Central London

Price : £435.00 ex vat (normally £499.00 ex vat)

Early Bird before 14th March : £375.00 ex vat

What's Included : Lunch, hot and cold drinks throughout the day, course notes.

Book now!

Hurry - strictly limited places

Book Online

<http://tinyurl.com/qjmu8ns>

Or offline

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Call : 0845 257 9096

Callers from outside the UK may need to call

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