



# Develop Game-Changing Insights for Innovation and Growth.

## Who is this training for?

- Innovation Teams
- Marketing Teams
- Change Agents

Relevant to B2B and B2C markets



*" Hugely valuable as an opportunity to revise our view on insights ... helps you really identify where there is scope to innovate in the market."*

**European Marketing Manager  
Corn Products  
International.**

By the end of this program you and your team will be better innovators than 99% of innovation teams. Why? Because you'll be experts at uncovering **hidden customer needs and unmet customer needs** and **developing Game-Changing Insights** that provide robust platforms for innovation and growth.

This is the type of innovation that creates huge value for your customers and your organisation.

## Overview of Training.

1. **A proven and systematic approach** to getting Game Changing Insights. This means that even though you and your team are exploring new paradigms and taking mental risks, you can feel reassured at all times that the process you're using can be trusted to produce value-creating results.
2. **Tools and techniques** to stimulate your brilliant thinking. This means that you'll unlock new neural pathways and draw on more of the team's creative and strategic thinking
3. Access the **resourceful mindstates** for Game-Changing Insights. This means that you'll understand how individual and team emotions and interactions can influence teamwork on Insights and how to choose the mindstates that will help you produce the highest value-creating results.

## Great Returns on Your Training Investment.

- **Game-Changing Insights are the engine behind new innovative propositions that will create new revenue and profit**
- **You'll be able to uncover brand new market opportunities which include untapped sources of revenue and profit.**
- **You'll be able to differentiate your products and brands and take share from your competitors.**

**Anotello**

## Learning Highlights

### What You'll Learn.

### Why That Matters

#### Session 1

- How to scope your innovation project and choose **degree** of innovation.
  - How to define the '**core customer question**'
  - How to undertake the '**knowledge harvesting process**'.
  - Techniques to see your data with '**fresh eyes**'
  - How to undertake '**creative research.**'
- Enables you to define an innovation project to match your resources.
  - You'll have the best starting point which will **drive momentum and team harmony.**
  - Enables you to uncover huge amounts of **hidden value** from data you already have.
  - Enables the team to be more entrepreneurial and to **spot more profitable opportunities**
  - You'll be able to create a 'rich stimulus base' that **will increase the quality** of your Insights

#### Session 2

- Two **proven processes** for getting Game-Changing Insights
  - How to bring GC Insights to life for the invention phase
  - How to turn GC Insights into robust platforms for invention
- Gives you the **confidence to take risks in your thinking** and know you will get results.
  - Ensures all the creativity and inspiration of the insights phase informs your propositions
  - Saves you time as you transition smoothly and quickly from the insights phase to the inventing new propositions phase

## Why Choose Anatellô for Your Insight-Driven Innovation Training?

- We are specialists in Insight-Driven Innovation. We have our own body of knowledge and also draw on world class research in the Insight field.
- Our courses are experiential which keeps participants engaged.
- Our trainers and facilitators have extensive experience of the theory and practice of Insight and Innovation. They can respond to the unique interests and aspirations that participants bring to the training.

### Learning Format

- 2 x 2 days face to face
- Highly Experiential - keeps team engaged
- Balance of theory and practise.
- Case studies
- Practise on a mini-insight project.
- Live customer immersion—enables you to gather new data in creative ways.

### Want to know more?

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# Anatello<sup>^</sup>

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