



Innovation Workshops.

Who are these workshops for?

Any teams that want to work together intensively and inspirationally on innovation challenges. Including innovation of:-

- Products, services, processes, business models, strategy and more...



"Inspiring! Really brought out everyone's creativity. Facilitators kept us open-minded and exploring new options. Great pace. Fantastic results!"

**Senior Manager.
Diageo**

Anatello's innovation workshops provide the time and space for groups to focus on innovation projects and make rapid progress.

We call them '**Rocket Workshops**'. Why? Because we know how the rules, routines and procedures of your organization - while necessary for business stability - can provide a strong '**gravitational pull**' towards the 'known' and the familiar and against the speculative and the 'new'. It's a barrier to innovation.

In '**Rocket Workshops**' we jettison you out of the gravitational pull of your organization. We take you on the journey into deep innovation 'space'. From there you can see your markets from a new perspective, draw on the vast innovation resources you'll find out there and come back with new offerings that will 'wow' your customers.

We can design '**Rocket Workshops**' to help you work on any of your innovation challenges from idea generation through insight to implementation and beyond.

Overview of Workshops.

1. We will select and tailor a **workshop process** that will deliver against your objectives, ensure the team draws on everyone's talents, and which facilitates group buy-in to the outcomes.
2. We will drive the workshop forward with **tools and techniques** to stimulate fresh thinking, enable the group to see with 'fresh eyes', and also to analyse, evaluate and decide - as appropriate.
3. We will guide the group to access the **resourceful mindstates** they need for every stage of their innovation journey.

Great Returns on Your Workshop Investment.

- **Business growth from new product and services propositions successfully brought to market.**
- **Greater innovation productivity.**
- **Improved innovation decision-making and commitment to action.**
- **Better use of your research and data as they can be brought into well-designed workshops as stimulus and planning material.**
- **We help release the creative thinking and problem-solving capability of your teams and channel them into value-creating projects for your organisation.**
- **Inspirational, lively and exciting workshops.**

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Workshop Highlights

Power Processes.

- Anatellô's five-stage **creative thinking/ problem solving process**. (proven repeatable methods for producing creativity on demand).
- **'Beyond brainstorming'**. Selecting and developing the right ideas.
- **RIDGE** process for customer insight led innovation.
- **Service** model design.
- **Business model** innovation.
- Innovation vision, mission and strategy.
- Technology roadmapping.
- Scenario Planning.
- Modelling excellence in innovation.
- **TRIZ**
- Innovation portfolio management.
- **Customer co-creation**.
- Innovating with **lead-users** and **experts**.

Tools and Techniques.

- How to review legacy data with **'fresh eyes'**. and get more value from it.
- Metaphor and analogy to stimulate creativity
- Provocations and excursions.
- **Clean Language** and **Clean Space**.
- Simulations and games.
- **Ideal Final Result**
- Problem Mapping.
- **Trend networks**.



Why Choose Anatellô for Your Innovation Workshops?

- We are specialists in innovation. We have our own body of knowledge and also draw on world class research in our field including neuroscience.
- Other innovation workshops focus mostly on processes. We have developed a fully integrated system of innovation that includes **innovation processes, tools and techniques** and the **resourceful mindstates** for innovation.
- Our **high energy** workshops stimulate fresh thinking which keeps participants engaged.
- Our facilitators are senior people who have extensive experience of both delivering innovation projects and helping others to do so. They inspire, motivate and support participants through the challenges of the innovation journey.

Workshop Format

- Detailed planning.
- Workshop design.
- Facilitation by appropriate no of skilled facilitators.
- Content processing and reporting.
- Evaluation.

Workshop Type.

- Small groups.
- Leadership teams.
- Including customers or experts.
- Big meetings and conferences 40 people+
- Webinar and teleconferences.

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