

Creative thinking tools for New Product/Services Development

Company project or Training program (1 day)

Introduction

Surprising as it may sound nearly 70% of the most creative solutions to problems, and innovative new products/ Services in the world are based on some recurring creative patterns. This training is designed to supply the company's professionals some of these innovative thinking tools to enhance their creative thinking potential and enable them to create more creative and effective ideas in their daily work, both in the field of developing new ideas for products/ services, solving problems and in promoting the company's new products/ services.

These innovative thinking tools enables professionals to break out from the habitual thinking patterns, overcome their mental fixedness and make better use of their thinking and creative potential.

Training goals

- Enable participants to enlarge their scope of thinking, thus to utilize more their own creative potential.
- Teach and practice creative tools for developing ideas for new products/services.
- Implement the new thinking tools on real company's tasks and challenges.
- Reassure practical implementation of learned tools in daily work.

Summary of training content

- The principals of inventive thinking.
- The Function Follows Form process in innovation: breaking out from the dependency on consumers and technology as the sole sources of innovation.
- Learning 4-5 thinking tools for developing solving problems and for inventing and developing new products/ services.
- Applying the tools for developing new ideas on company's real challenges.

The format of the project

This project can be done in two formats:

- **A training format:** In this format, the emphasis is on providing participants a set of new thinking tools, which they may use later on various tasks and challenges in their daily work.
- **A goal- oriented project:** the emphasis is more on results, namely new ideas for the development of a new product/service.

Note: in both formats, participants learn new thinking tools and practice them on real company's tasks/challenges. However, in the training format the focus is more on learning and mastering a wider set of thinking tools, whereas in the goal oriented project the focus is more on achieving the creation of new ideas, and less on mastering the tools.

Proposed agenda

- Intro and warm up
- First tool for solving problems and developing new products/ services
- Applying the tool on a real company's task: small teams' workout session.
- Presentation of ideas created by the teams
- Short discussion and comments
- Second tool for developing new products/ services
- Applying the tool on a real company's task: small teams' workout session.
- Presentation of ideas created by the teams
- Summary and learnings
- Third and fourth tools for developing new products/ services
- Applying the tools on a real company's task: small teams' workout session.
- Presentation of ideas created by the teams
- Summary and learnings

Format

Duration: 1 full day (8 h session)

Participants: up to 20 participants, from marketing, R&D, communications, sales, retail and distribution departments.

It is highly recommended that top management people will take part in the training, in order to assure that the tools are implemented in daily work.

Location:

Anywhere you choose, away from the company's own premises.

Format:

The project is run in an interactive workshop form. Many case studies of highly innovative new products/services are presented; participants work individually, in pairs and in small teams, passing through varied creation and ideation exercises and tasks. The style is open and dynamic.

Preparations for a training program

In each training program we run, all the tools presented are implemented by participants on real actual briefs of the agency. Thus, every training program is crafted and tailor-made to answer the specific needs, areas of expertise and challenges related to the agency.

Before the training, we ask the agency to send us several briefs, which are currently being worked on, together with several case studies/samples of creative work that the agency has created. This helps us become familiar with what is required for an optimal training. It serves us as a guide when preparing the most relevant program and selecting the most suitable thinking tools for the training. The preparation stage incorporates structuring effective, practical practice sessions using the materials sent by the agency. The cost of the training includes all the preparation days of the trainer before the training.

Yonathan Dominitz



Founder of Mindscapes. A trainer and a leader of creativity enhancement projects in advertising, media, marketing and communications.

Yonathan has personally conducted projects in numerous companies and leading global ad agencies. He is a keynote speaker at numerous international conferences, creative advertising festivals (Cannes Lions, Spikes Asia, Golden Drum, etc.) and associations worldwide. He has over 10 years of experience working in senior positions in the advertising industry.

[More About Yonathan Dominitz](#)

Some Companies that have gone through Mindscapes tools.

<http://www.themindscapes.com/proven-success/testimonials/>

- **Google**, USA, UK & Germany, Singapore
- **Mondelez**, France
- **Shaw Media**, Canada
- **Paulig**, Finland.
- **Vodafone**, Czech Rep.
- **Air Bank**, Czech Republic
- **Sampo Bank** Baltics.
- **Intel** Asia- Pacific.
- **MTS**, Russia
- **Pepsico**, Russia.
- **Mobitel** Bulgaria
- **Telenor**, Balkans
- **Nestle** Czech Rep., Russia
- **Danone** Poland, Russia
- **Mars** Czech Rep. & Russia,

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