

Innovative **THINKING** system

Innovation = Creativity + Implementation
INNOVATION = CREATIVITY + IMPLEMENTATION

A POWERFUL PROGRAMME FOR PRODUCT & PROCESS INNOVATION

BREAKTHROUGH THINKING



In exclusive representation and collaboration with



the **schutz** company

WHY ITS™

What is Innovative Thinking System™ ?

ITS™ is based on the concept :

Innovation = Creativity + Implementation

Innovation is not simply creative thinking; it also requires method to structure thinking into action plans and ways of implementing them.

Limitations in Thinking are created by:

- The corporate culture and climate
- Set/inflexible organizational structures
- Routine work processes and goal setting
- Managements' behavioural patterns



Limitations in Behaviour are created by:

- Notions of "Common Sense"
- Experiences of Success/Failure
- Self-concept/self-image that is often rigid
- Inertia based on fear of change



Breaks through these limitations

Organizations realize their goals and increase their competitive edge

3 MAJOR BENEFITS OF ITS™

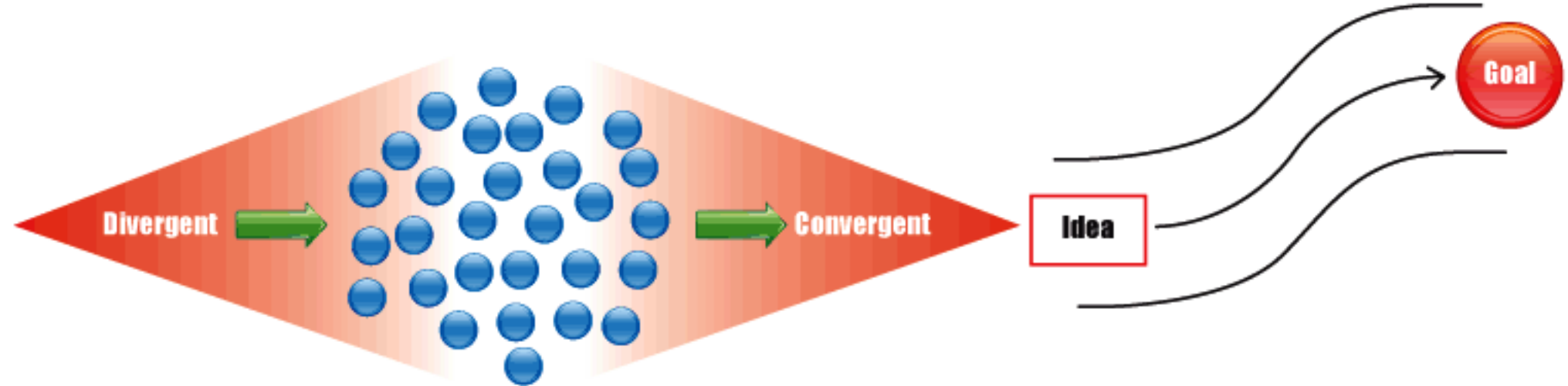
- ➡ Eliminating THINKING HOOPS, self-limiting thinking that blocks creativity (TAGA)
- ➡ Mastering techniques to CREATE innovative ideas
- ➡ Enabling strategies to CHOOSE the best ideas and develop ACTION PLANS for IMPLEMENTING

ITS™ FLOW

Divergent Thinking
Ideas Generation

Convergent Thinking
Ideas Screening
Ideas Polishing

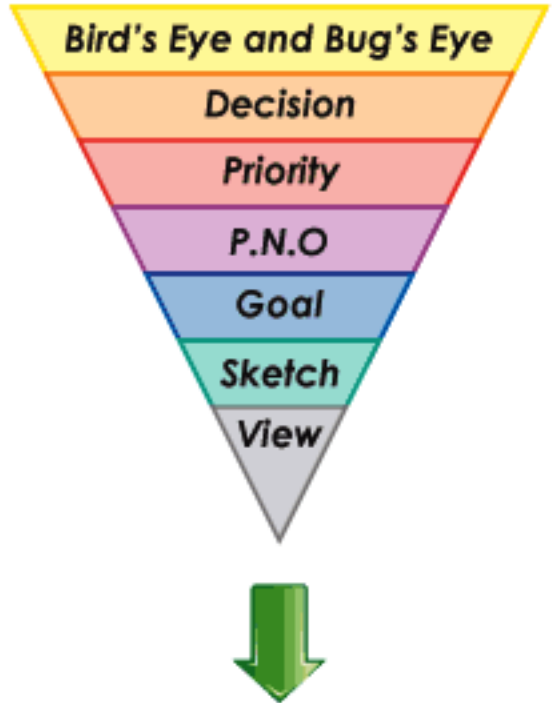
Implementation Planning
Mapping Techniques



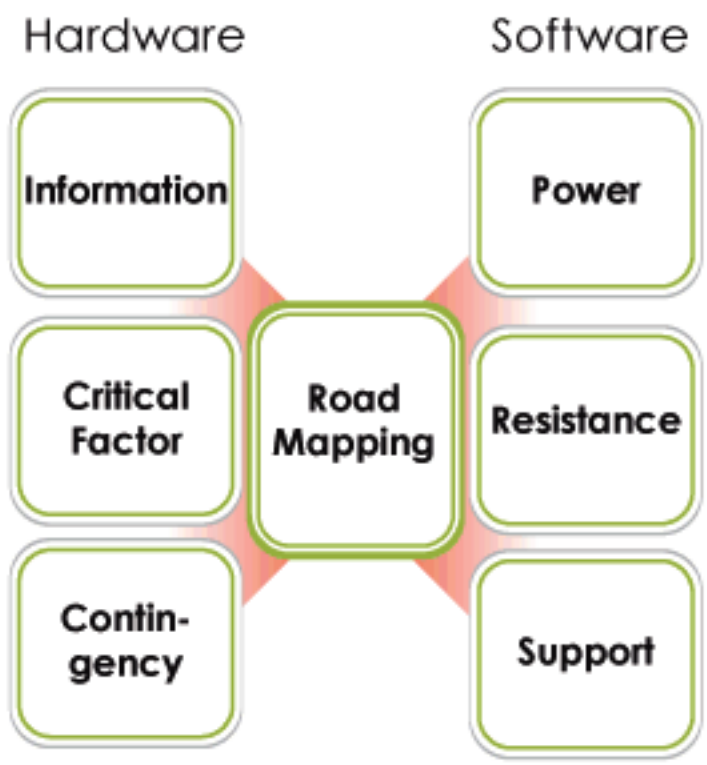
7 - Inventing Techniques

1. Breaking
2. Dreaming
3. Finding Flaws
4. Overstating
5. Reversing
6. Linking
7. Adding Options

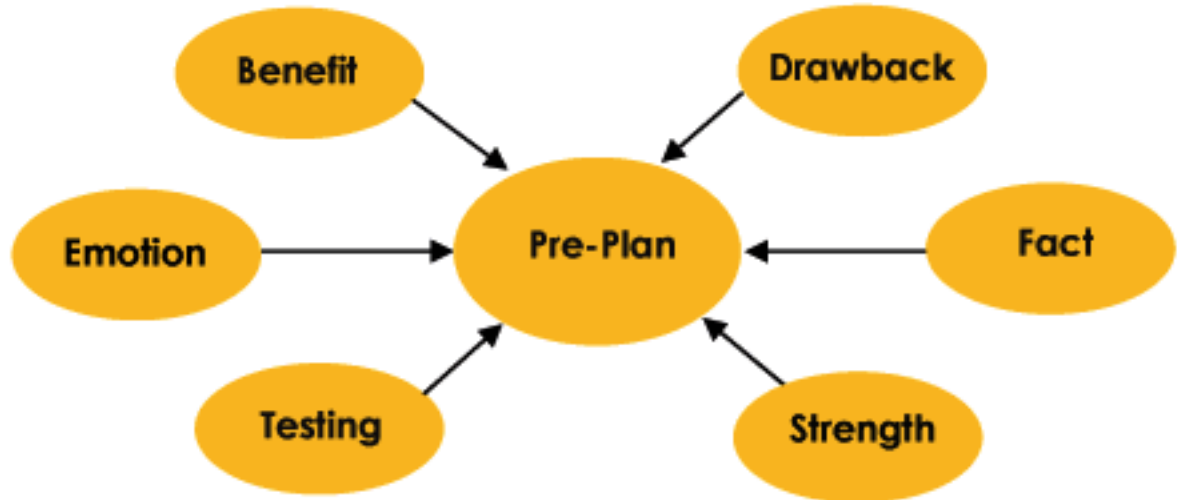
7 - Screening Techniques



7 - Mapping Techniques



7 - Polishing Techniques



ITS™ PROGRAMME

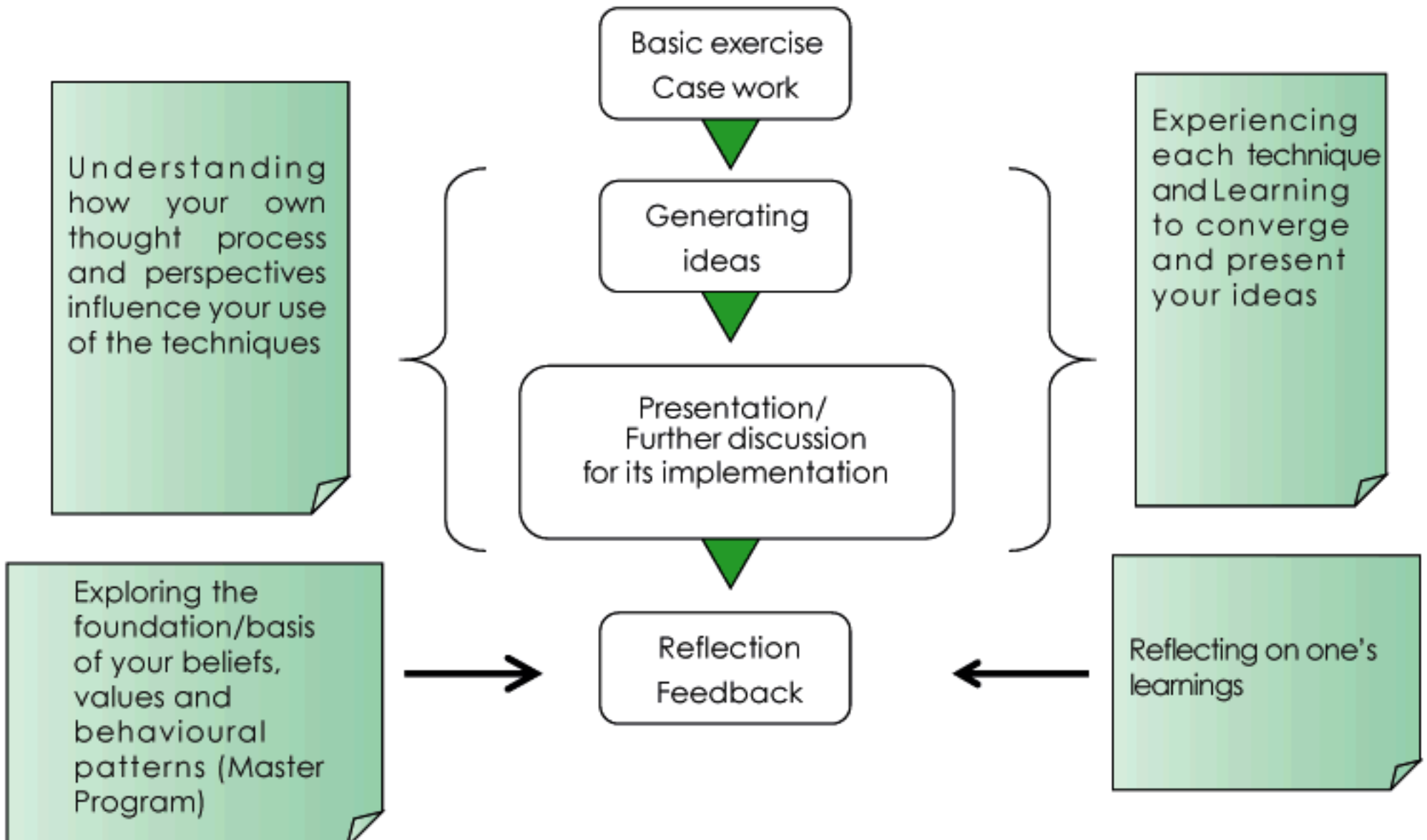
- ➔ Divergent Thinking Techniques (2 days)
- ➔ Convergent Thinking Techniques (2 days)
- ➔ Convergent and Implementation Techniques (2 days)
- ➔ Divergent, Convergent and Implementation Thinking Techniques (3 days)
- ➔ Business Improvement (Kaizen workshop) (4 days)

- Consultancy
- In-house Training
- Public Programme

- ➔ ITS™ Trainer Certification workshop (5 days)



ITS™ PROGRAMME STRUCTURE



Innovation = Creativity + Implementation

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ITS™ APPLICATION



Sample list of actual themes for clients in JAPAN

Product Innovation

(Innovation in Business/Products/Services)

Generating New Ideas for :

- Business Development
- Products Development
- Service Development

Sample of Themes :

- ➔ Automobile parts
- ➔ Financial services
- ➔ Product development to change sales trend
- ➔ Beverage
- ➔ Consumer goods

Process Innovation

(Innovation in R&D/Production System/Distribution/Marketing/Management System/Operation)

Generating Ideas for :

- Developing long-term strategic alternatives
- Improving process (Kaizen in operations)
- Changing other work process inside and/or outside the organization

Sample of Themes :

- ➔ Strategy for university
- ➔ Operation process to get additional value
- ➔ Cost and overtime conserving
- ➔ The new concept for marketing promotions
- ➔ Paradigm to lead performance improvement
- ➔ Business planning for organization change/revitalization

Note : Above themes are modified in expression based on client's request.

FROM OUR CLIENTS

"This program focuses on implementation and has a clear methodology. Unlike other programs, which focus only on creativity techniques, ITS™ also develops the skills participants need to achieve fruitful results. I am pleased with the results in our company."

(a major system development company)

"I learned several techniques to improve corporate creativity. I know of no other programs that provide the remarkable results of ITS™!"

(a major telecommunication company)

"I am familiar with other creativity programs but they seem to be obsolete, have few techniques, and are not well organized. In contrast, the ITS™ program has numerous techniques and it is well organized. It is easy to understand and apply in terms of creativity and implementation. I can't imagine using any other program for our R&D department."

(a major car manufacturer)



The ITS™ has repeatedly been evaluated as the most useful training programme for increasing creativity by our clients.

CONTACT US

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