



**Innovation = Creativity + Implementation**

**A POWERFUL PROGRAMME FOR PRODUCT & PROCESS INNOVATION**

# **BREAKTHROUGH THINKING**



In exclusive representation and collaboration with



## 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



## 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

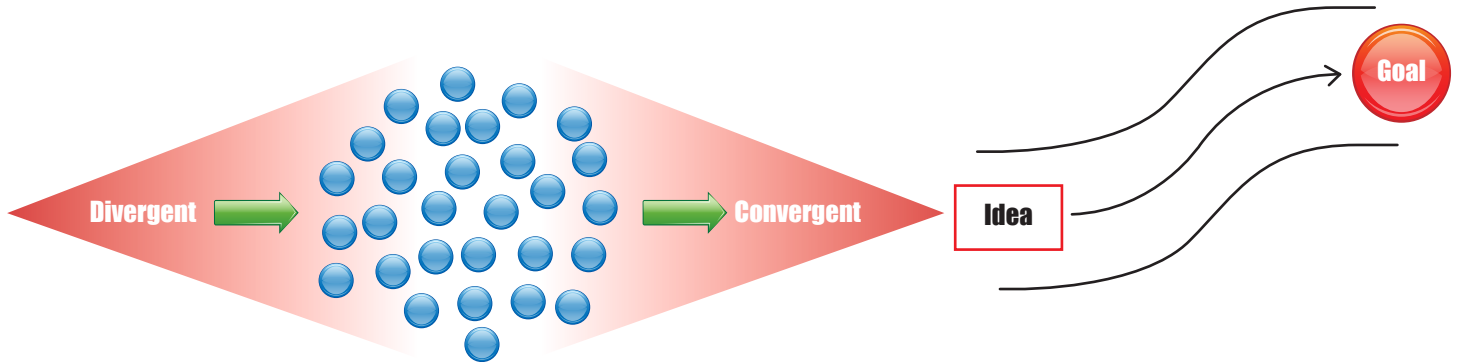
Ideas Generation

## Convergent Thinking

Ideas Screening  
Ideas Polishing

## Implementation Planning

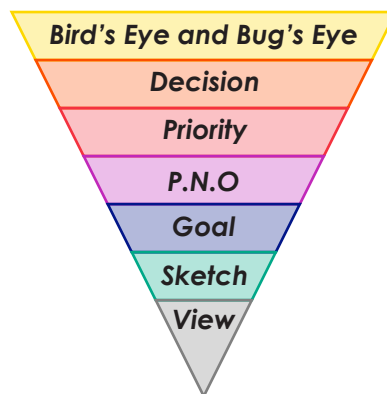
Mapping Techniques



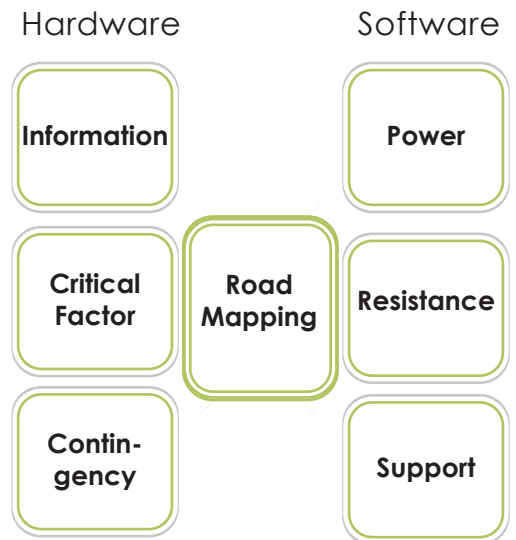
**7 - Inventing Techniques**

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

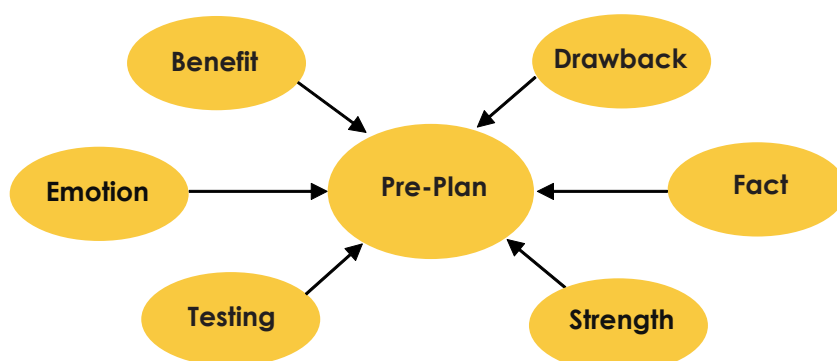
**7 - Screening Techniques**



**7 - Mapping Techniques**



**7 - Polishing Techniques**



# ITS™ PROGRAMME

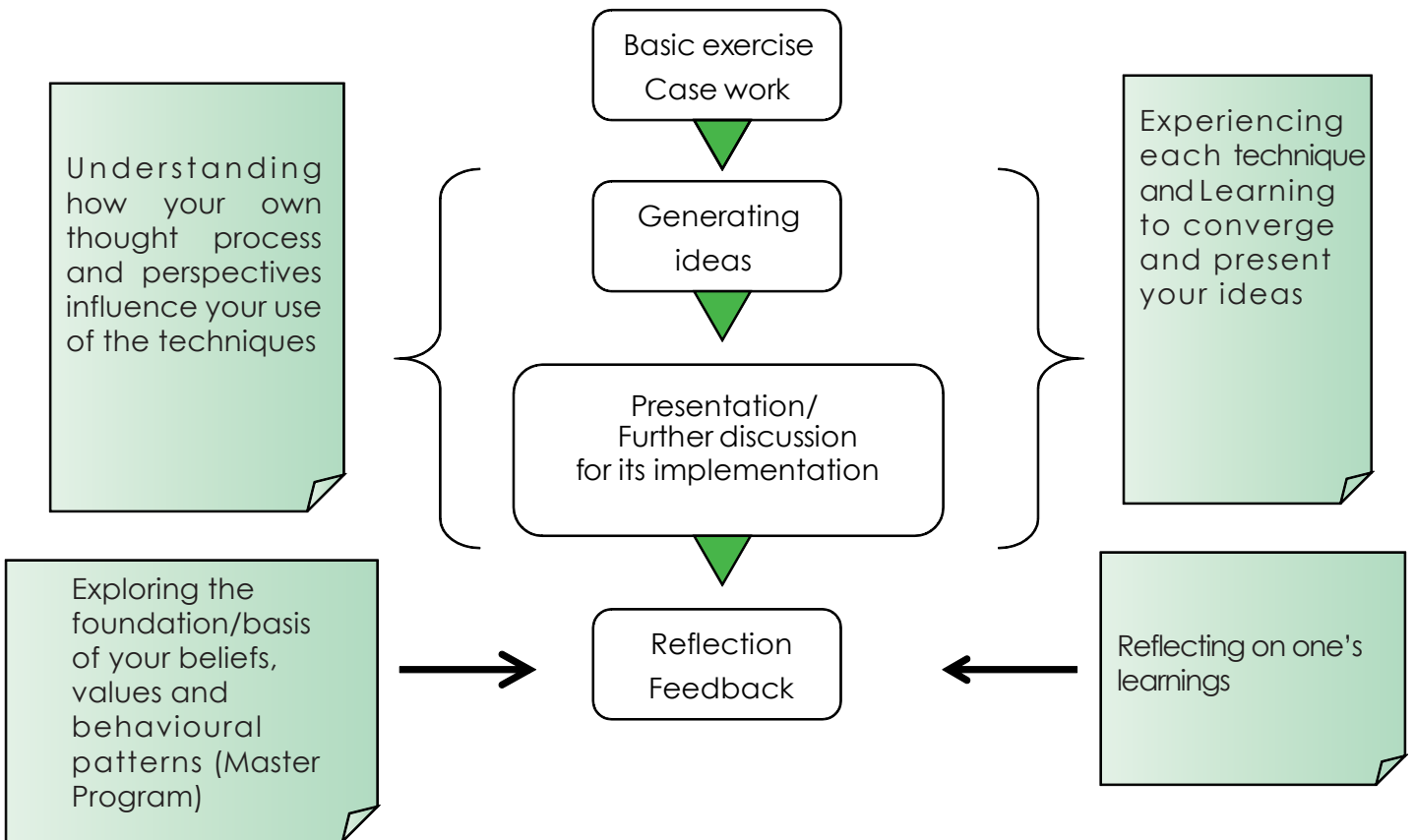
- ➔ Divergent Thinking Techniques (2 days)
- ➔ Convergent Thinking Techniques (2 days)
- ➔ Convergent and Implementation Techniques (2 days)
- ➔ Divergent, Convergent and Implementation Thinking Techniques (3 days)
- ➔ Business Improvement (Kaizen workshop) (4 days)

- Consultancy
- In - house Training
- Public Programme

- ➔ ITS™ Trainer Certification workshop (5 days)

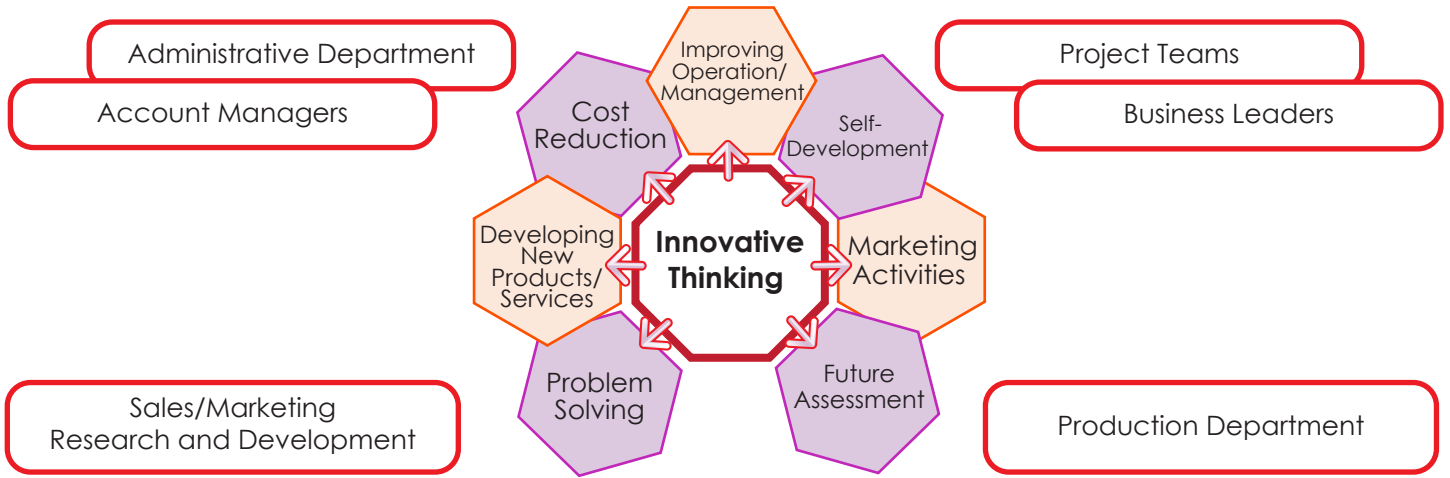


# ITS™ PROGRAMME STRUCTURE



**Innovation = Creativity + Implementation**

# ITS™ APPLICATION



## Sample list of actual themes for clients in JAPAN

### Product & Service 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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