



Thinking Series

1. Intuitive thinking for making strategic connections

Being able to connect seemingly random pieces of information makes for intuitive leaps, in times like these we need to wire up brains up to make better connections

2. Lateral thinking for innovation

Thinking backwards, forwards and sideways fires up new possibilities. This is what lateral thinking in business is all about

3. Creative thinking for connecting strategy to execution

Constructive creativity is both a science and an art. Creativity is simply a muscle that you need to build

4. Critical thinking for developing strategy in small groups

Verbal reasoning, decision making and problem solving within constraints are empowering. Critical thinking means working in small groups to build better solutions with a mindset that there is always more than one way to skin a cat

5. Case studies that inspire everyday

There's nothing better than being inspired by a case study to take the leap yourself. We focus on case studies that have won effectiveness awards, and have the results to show for it. Many sectors, many angles, much inspiration

6. Innovate yourself out of trouble

Taking stock of your assets and looking at opportunities mean that you are looking at both ends of the telescope to find ways to keep momentum. The clues are there, and where there is a will there is a way

Format : On line – Learning

Duration : 60 minutes for 6 people OR 90 minutes for 9 people

Cost : 60 mins £600 (£100 each) – 90 mins £900 (£100 each)

Level : Open to anyone

In these new CoVid times, it is even more important to top up your knowledge. All day workshops are out. Short, sharp, pithy sessions are in. The 'thinking' series is a fully interactive set of sessions to boost your brain . The sessions are based on best practice and empirical evidence, but designed to be super practical.

Not too much, not too little. Just right





1. Intuitive thinking for making strategic connections

Being able to connect seemingly random pieces of information makes for intuitive leaps, in times like these we need to wire up brains up to make better connections

Time Box	
15 Mins	Introductions with intro exercise – You can do it
10 mins	Definitions / Case study / Trends max
20 mins	Making intuitive connections against your challenge
15 mins	Feedback & Review key hypothesis Commitment post its
Extra 30 mins	Deep dive exercise

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Intro exercise

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Case study

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Intuitive connections

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My Hypothesis


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2. Lateral thinking for innovation

Thinking backwards, forwards and sideways fires up new possibilities. This is what lateral thinking in business is all about


Time Box	
15 Mins	Introductions with intro exercise – Feel-Think-Do iceberg challenge
10 mins	Definitions / Case study
20 mins	Design thinking principles for agile ideation
15 mins	Feedback & Review Ideas banking
Extra 30 mins	Deep dive exercise

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Intro exercise




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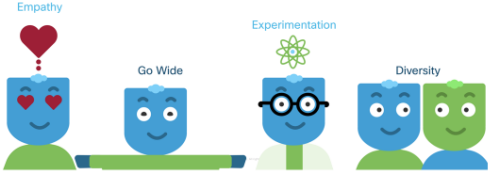
Brainwriting not Brainstorming




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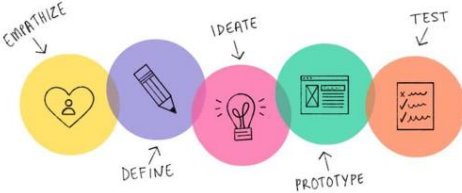
Design thinking principles



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Agile ideation




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3. Creative thinking for connecting strategy to execution

Constructive creativity is both a science and an art. Creativity is simply a muscle that you need to work

Time Box	
15 Mins	Introductions with intro exercise – Box of tricks
10 mins	Definitions / Case study
20 mins	Flexing your creative muscle against a challenge
15 mins	Feedback & Review Top 10 tips
Extra 30 mins	Deep dive exercise

Thinking Series 

Intro exercise


The MVP for a table is to use a door

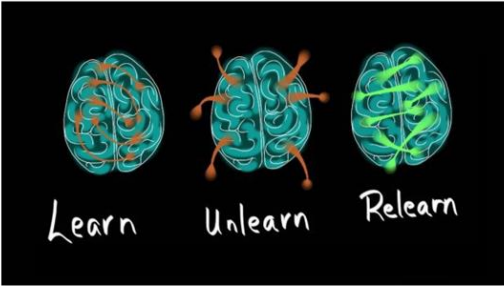
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Creativity involves breaking established patterns in order to look at things in a different way


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Learn Unlearn Relearn

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4. Critical thinking for developing strategy in small groups

Verbal reasoning, decision making and problem solving within constraints are empowering. Critical thinking means working in small groups to build better solutions with a mindset that there is always more than one way to skin a cat

Time Box	
15 Mins	Introductions with intro exercise – Paired critique
10 mins	Definitions & mindset / Case study
20 mins	Listen, hear and feedback : Build & explore
15 mins	Feedback & Review One takeaway
Extra 30 mins	Deep dive exercise

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Intro exercise

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Two-Pizza-sized Teams

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5. Case studies that inspire everyday

There's nothing better than being inspired by a case study to take the leap yourself. We focus on case studies that have won effectiveness awards, and have the results to show for it


Time Box	
15 Mins	Introductions with intro exercise – Your inspiration
10 mins	Sector specific case studies – 5 little ones : 1 big one
20 mins	What did you learn? What can you apply?
15 mins	Feedback & Review
Extra 30 mins	Deep dive exercise

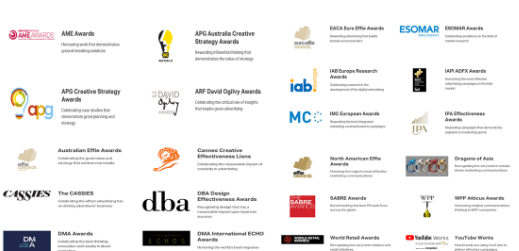
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Intro exercise





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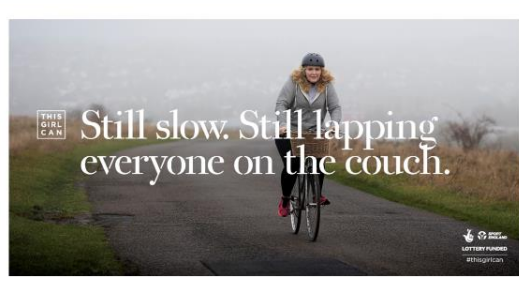
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6. Innovate yourself out of trouble

Taking stock of your assets and looking at opportunities mean that you are looking at both end of the telescope to find ways to keep going, the clues are there, and where there is a will there is a way

Time Box	
15 Mins	Introductions with intro exercise – quick fire observations
10 mins	Synecletic thinking : Divergent & Convergent thinking
20 mins	Blue sky opportunity thinking : Microscope thinking
15 mins	Feedback & Review
Extra 30 mins	Deep dive exercise

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Intro exercise

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Red Ocean Strategy	VS	Blue Ocean Strategy
Compete in existing market space.		Create uncontested market space.
Beat the competition.		Make the competition irrelevant.
Exploit existing demand.		Create and capture new demand.
Make the value-cost trade-off.		Break the value-cost trade-off.
Align the whole system of a firm's activities with its strategic choice of differentiation or low cost.		Align the whole system of a firm's activities in pursuit of differentiation and low cost.

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