



Creative Intervention

Problem solving event with ideas generation

Description

This is a fast but powerful intervention that takes your team members out of their comfort zones into a creative environment where together with external resources they are helped to identify attractive solutions to the challenges that you are facing.

Intended outcomes:-

Identify problems and any underlying issues that require resolution.
Provide the business with a number of potential solutions to each of them.
Increase the creative contribution of staff both during the event and subsequently.
An agreed plan of action which enjoys a high degree of support.

Especially Designed for:

Any sized Business that is involved in the design and development of their own products and have reached a point where decisions which significantly impact the architecture of a product or delivery process need to be made. This might be due to difficulties with a current project, a desire to maximise current opportunities or a desire to maximise future potential.

Format:

Initial Appraisal: Duration 2 hours

An initial meeting with the prime New Product decision maker supported as required by departmental decision makers; typically marketing, engineering, and manufacturing. Jointly identify the opportunities that exist and establish a suitable approach to their realisation. A short written summary giving an assessment of the current situation and offering high level recommendations for a creative intervention approach will be provided.

Event Planning: Duration 1 - 6 weeks (part time)

Following an initial appraisal and a decision to proceed, detailed discussions with the nominated problem owner to identify the underlying issues that need resolution and create a problem solving agenda. This includes the targeting and engagement of any external resources which may be required and detailed event planning.

Creative Event: Duration 1 - 3 days

A set of facilitated sessions, usually held off-site, which target one or more topics identified during the initial appraisal and subsequent planning sessions. Participants will include a number of your staff (typically 3-6) supplemented by external resources engaged to broaden the perspective of the group. Notes from the sessions will be recorded and supplied in electronic form.

Progress Review: Optional

Typically conducted 6-8 weeks after the event, a follow up meeting with the problem owner to check on progress and identify any implementation road blocks that may exist. A short written summary giving an assessment of the situation and offering high level recommendations will be provided.

Typical Cost Range: £5,000 - £30,000
