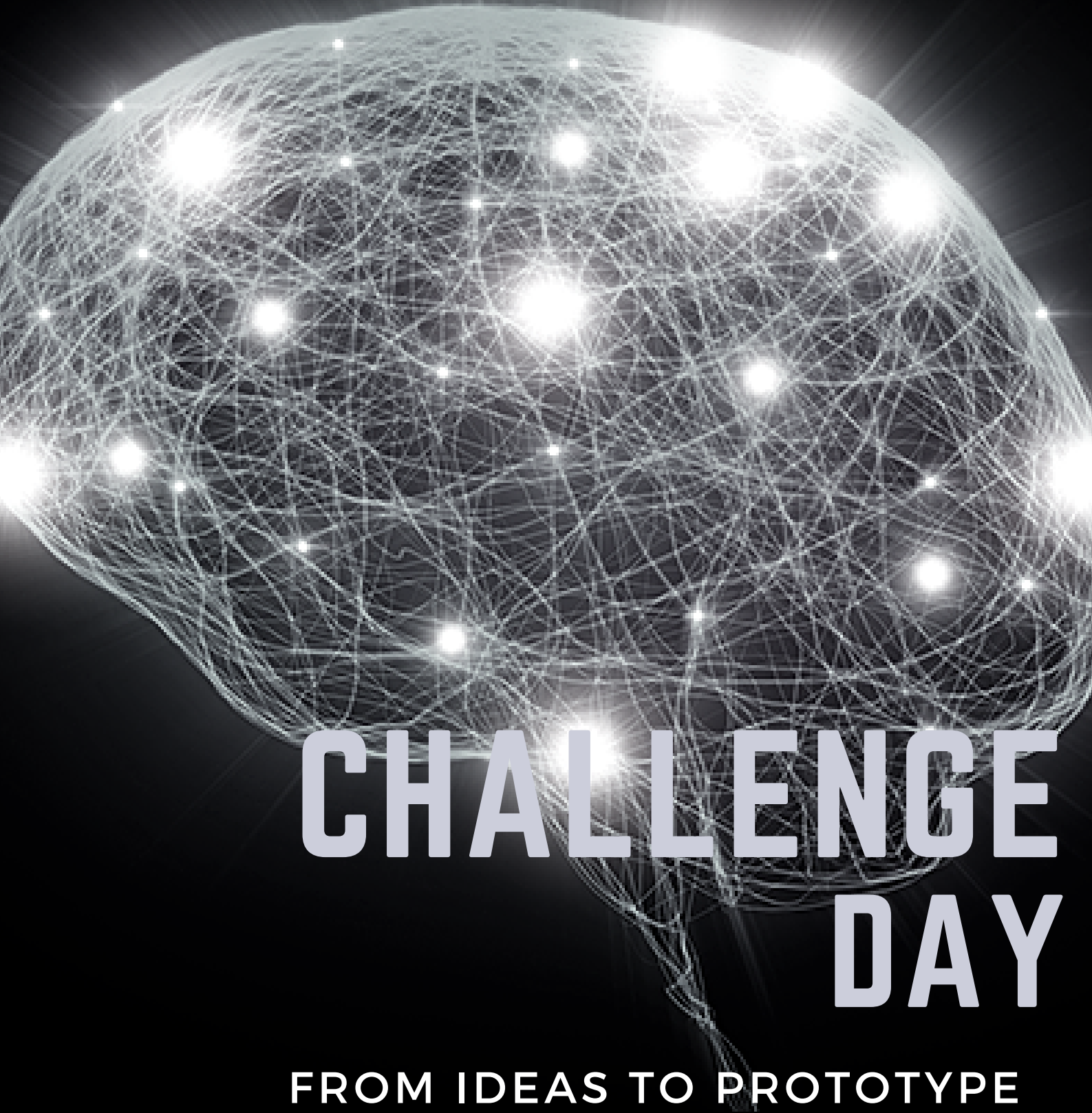


IMAGINARY ZOO

BUSINESS IDEATION



CHALLENGE DAY

FROM IDEAS TO PROTOTYPE

WE HELP YOU BUILD CHANGE MAKERS

CHALLENGE DAY



Innovation is driven by people, not by corporate processes. That is why our Challenge Day gives your team a platform to develop new ideas for improvement. Through collaboration and exploration of innovation tools the participants go from Ideas to Action in a day.

Challenge Day explores the process of taking your Ideas through the Ideas to Action process to achieve better outcomes for our customers, providing a structured management for ideas development.

The Challenge Day is an immersive learning experience that will transform the way you think about and practice innovation, service transformation and collaboration.

Use innovation tools to ideate through a pacey iteration of Idea through to the Customer Story..

Cross functional teams collaborate to identify actions for improvement to stated challenges in a highly participative, accelerated innovation process.

"As a result of working with Esther the team are now more bought into change processes and regularly make suggestions on tweaks, fine tuning or even new ways of delivering the service."

Sam Mills Head of Fuel Poverty Reduction, Changeworks

"They talk about change in a different way and look for solutions rather than being frustrated by inefficiencies and the stress of managing failure."

Anne MacKenzie Chief Counsel Wheatley Group

"The team felt that they had been empowered with the knowledge and skills to take action and evolved into a proactive and energised group who used Innovation tools to come up with great solutions to customer concerns and develop new and different ways of working with them."

Dan Blake - Head Loretto Housing

Your Team will:

- Have increased knowledge of the Service Transformation process and use of innovative tools.
- Have a shared purpose and understanding of the areas for improvement.
- Understand their contribution to the outcomes.
- Be able to collaborate across work streams and job functions.
- Have an agreed action plan for the work-stream developed.
- Develop ideas to prototype to test in the real world.



Innovation Tools:
Rich Pictures,
Brainstorming, Ketso
Collaboration, Lego
modelling, Systems
Thinking, Service Design,
Prototyping.

This is an intensive, participatory 1 day session for staff members, stakeholders and partners.

Participants will trial their prototypes in the real world to feedback and review.

The Challenge is agreed by the Business Owner.

Imaginary Zoo Business Ideation

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