

The Spinovator™ Suite

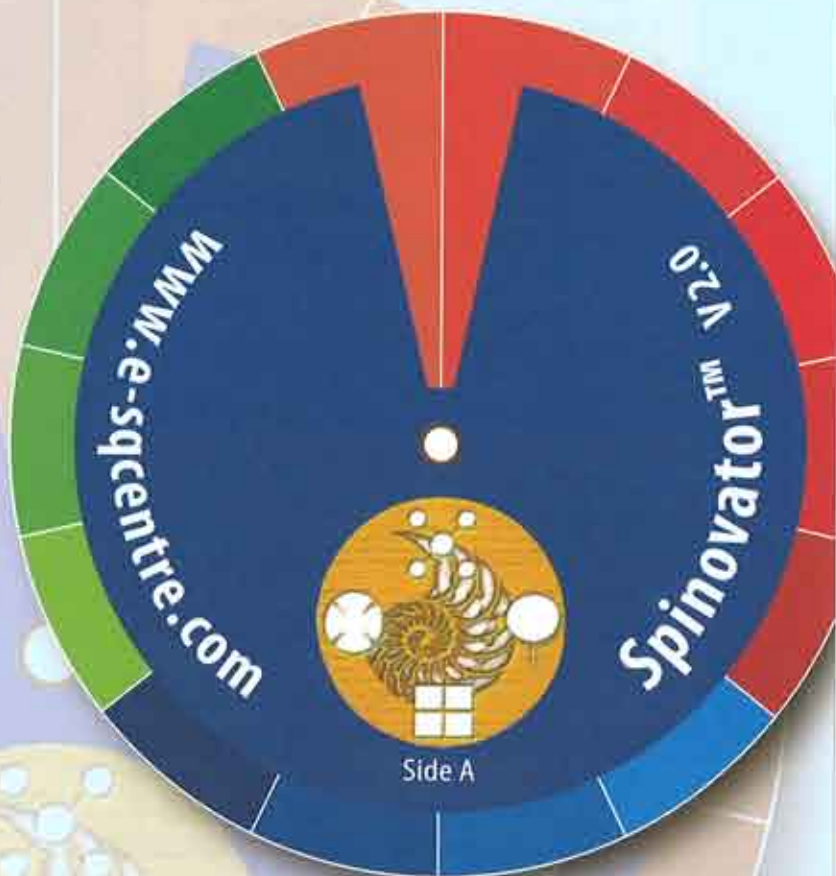
INTRODUCTION

Creativity is the process of developing new or interesting ideas, and innovation is implementing those creative ideas into valuable or profitable solutions. Innovation finds the value in creativity, so innovation is really how organisations can profit from their ideas.

Customer-driven organisations do not just listen to the customers and equip the staff to deliver excellent services. They need to continually innovate and create new service experiences to remain relevant in the marketplace. The Spinovator™ Suite will create a total shift in the culture towards innovation and provide a total approach to explore and implement innovation in the organisation.

The Suite Includes 6 programmes:

- Spinovator™ Generation
- Spinovator™ TeamSpiration
- Spinovator™ Revolution
- Spinovator™ Toolkit v2.0
- Spinovator™ Magic
- Spinovator™ WebThinking



Spinovator™ Generation

COURSE OBJECTIVES

- Understand the Spinovator™ Audit Model
- Seeing the Big Picture in Service, Product, Process, Marketing and Management Innovation
- Creating a Vision for Innovation within your Organisation's Business Model
- Mindset Challenge to Innovate or Evaporate

Duration: 2-4 Hours





Spinovator™ TeamSpiration

COURSE OBJECTIVES

- Apply the Spin Innovation Process
- Discover Team Learning Dynamics
- Improve Communication and Teamwork
- Going beyond a One Solution Mentality

Duration: **1-3 Days**



Spinovator™ Revolution

COURSE OBJECTIVES

- Understand the Concepts of Creativity and Innovation
- Model Mania Study of Innovation Models
- Journey into your Imagination Mindset Challenge
- Use the Spinovator™ Toolkit v2.0 in Creating an Innovation Strategic Approach

Duration: **1 Day**



Spinovator™ Toolkit v2.0

COURSE OBJECTIVES

- Understand the Concepts of Creativity and Innovation
- Brain Profiling to Understand Working in Teams
- Apply the Spinovator™ Toolkit v2.0 to spot for Innovative Opportunities and Creative Problem Solving
- Facilitate your Work Improvement Teams, Brainstorming Sessions, Strategic Meetings with the Spinovator™ Toolkit v2.0

Duration: **1 Day**



Spinovator™ Magic

COURSE OBJECTIVES

- Foundational Understanding of Creativity and Innovation
- Spinovator™ VideoSpiration to bring out the Magic in us
- Creativity Quotient Assessment to understand each other
- Apply the 5 M-A-G-I-C Principles of Creativity

Duration: **1 Day**



Spinovator™ Webthinking

COURSE OBJECTIVES

- Apply the Spinovator™ Webthinking Technique to Generate Ideas
- Use the Fun Quotient to Enhance Idea Sharing
- Spinovator™ VideoSpiration as a Creativity Stimulus
- Understanding the FROWN Barriers to Creativity

Duration: **2-4 Hours**

