



3 Applied ***Creativity as a way of life!***

What: Rather than just one more initiative that becomes the “flavor of the month,” **we design a program that is just right for you.** We start from scratch or enhance what you are already doing. We give you everything you need for a creative culture. After a while you won’t need us anymore. And we’ll be glad!

Why: Measurable strategic results. Sustainable competitive edge

How: Start with an applied creativity audit

Who: Corporate-wide

Where: From shop floor to boardroom

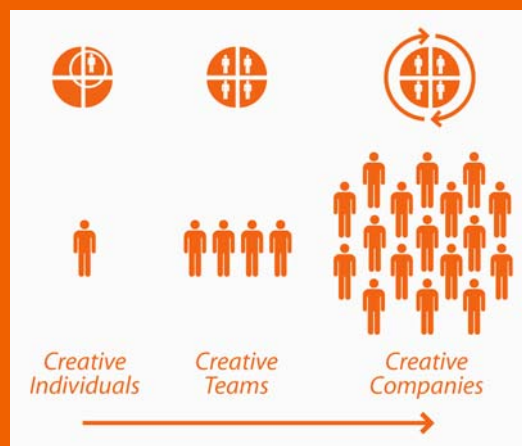
When: You’ll never want to stop!

Is creativity a way of life in your company?

Do people in your organization: Come in every day eager to solve problems?

- Relentlessly pursue new ideas until they are implemented successfully?
- Say “How might we...?” when others say “We can’t because...”?
- Spot potential problems and take steps to solve them in advance?
- Anticipate new opportunities and take action?
- Routinely turn crises into opportunities?

Making Applied Creativity a way of life in your company



You have the “What” → We transfer the “How”