

THINKERGY

INNOVATION PROJECTS

DO THE WOW



X-IDEA INNOVATION PROJECT

What's it all about?

In a X-IDEA Innovation Project, we guide one or more project teams in a highly structured yet energizing way through a concrete innovation challenge that you face. With the help of our powerful X-IDEA Innovation Method and the related toolbox, we guide the teams stage-by-stage and step-by-step and tool-by-tool towards producing meaningful ideas and concepts for your challenge.

Who's it for?

Senior Executives, Business Unit Managers and Brand Managers who want to resolve a concrete innovation challenge and quickly and reliably produce tangible innovation outputs and results in one of these innovation areas: Process Innovation, Product Innovation, Service Innovation, Solution Design, Customer Experience Design, Brand and Campaign Design, and Strategy Innovation, among others.

What do you get?

- X-IDEA Innovation Project Workshops of typically 3-5 days delivered by a team of Thinkergy Innovation Guides
- A tailor-made X-IDEA Innovation Project Design with individualized tool selection from our comprehensive X-IDEA Innovation Toolbox
- A Project Report (optional against a separate fee)
- Increased personal and team commitment and enthusiasm towards creativity and innovation

Interested? Call us to action: sales@thinkergy.com

Project Structure of an X-IDEA Innovation Project (Sample)

X-IDEA
Project
Design &
Preparation

