

# Innovation Unlocked

Taking Creative Ideas to Value Creation



An inspiring 2-day workshop that  
leads you through the path  
beyond creativity, to innovation.

Ephod Consulting Associates Pte. Ltd. and  
Master Trainers Academy  
The leading organisation development consultancy  
[www.ephodconsulting.com](http://www.ephodconsulting.com)

### **Benefits of Workshop**

- Recognize the strategies and techniques to use in the different phases of innovation cycle.
- Learn how to focus your thoughts to the right area and achieve breakthrough thinking.
- Become more ingenious, more Innovative, more resourceful and achieve greater success in life.

### **Workshop Outline**

#### **The Next Step**

- Difference between Creativity and Innovation.
- Moving Beyond Creativity to Innovation.

#### **The Process of Innovation**

- What drives inspiration and idea generation?
- How to prevent your ideas from dying off.
- How to separate potential ideas from impractical ones.
- How to bring potential ideas to bear fruits and realize its value.
- Does a failed innovation means it had failed?

#### **Breakthrough Thinking**

- Think Around The Box (TATB)<sup>®</sup>.
- TATB<sup>®</sup> in Challenging Situations.
- TATB<sup>®</sup> at Problem Solving.
- TATB<sup>®</sup> for New Products and Services.



### **For Whom**

For anyone who wants to acquire expertise and develop the art of breakthrough thinking and realize innovative value creation.

### **Course Methodology**

The workshop will incorporate lecturettes, exercises, case studies, and group discussions. Experiential activities will also be designed to allow participants to understand the concepts and skills taught.

**Duration:** 2 days

### **In-Company Workshops**

Ephod can provide this workshop in a tailored format for your company onsite or offsite.

Over 100 companies have attended Ephod workshops including Intel, Microsoft, Reuters, SSMC, Philips, Sony-Ericsson, Air Products, Hewlett Packard, Singapore Press Holdings, ZF SEA, AC Nielsen, Surbana Consultants, MediaCorp, VOPAK, GELife, New Toyo International, AIA, Prudential, Avex Electronics, Singapore Yellow Pages, Jebsen & Jessen, Prime Minister's Office Singapore MRT, Singapore Power, Min of Environment, Ngee Ann Polytechnic, Singapore Polytechnic, National Library Board, Infocomm Development Authority, Mindef Centre for Mgt Devt, Min of Community Devt and Sports, Min. of Education, Min. of Manpower

### **About Ephod Consulting Associates Pte Ltd**

Since 1996, Ephod has established itself as a premier organisation change and consulting company. It has serviced client throughout Singapore and the Asia Pacific region.

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