

# Need BRIGHT ideas?

A successful business thrives on new ideas.

Yet sometimes, when you're hard at work *in* your business, fresh thinking can be difficult to come by.

## think FRESH

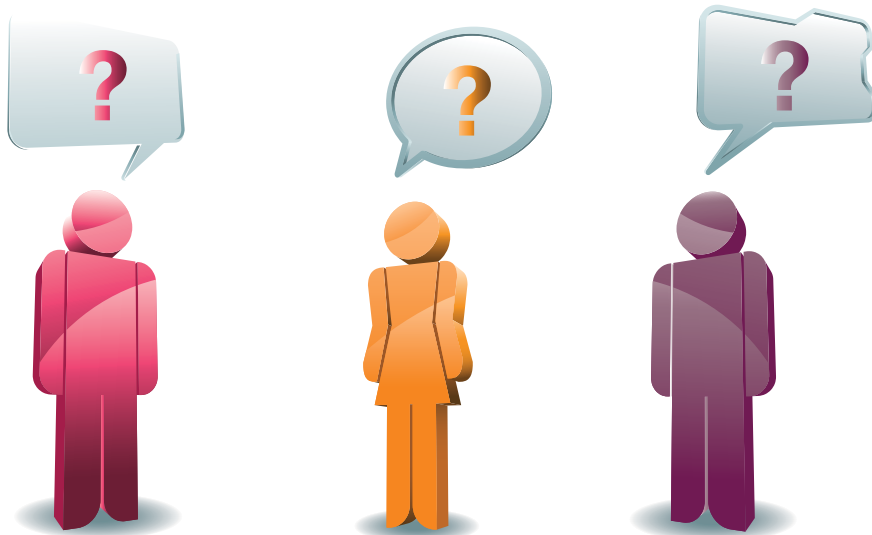
At **IdeasCulture**, we *know* that infinite creativity is just a fresh perspective away.

We can help you generate hundreds of ideas to transform your business thinking.

And our systematic approach to idea implementation will transform your outcomes.

Need a bright idea? Think fresh.

Think **IdeasCulture**.



## ABOUT IdeasCulture

We help organisations of all types foster an **ideas culture** by supporting and believing in your bright thinking. Even better, we ensure your ideas get put to good use.

### Ideas + Implementation = Innovation

To solve your challenge:

Our **Creative Thinking** technique produces fresh ideas.

Our **Evaluation Matrix** helps isolate the best solutions.

Our **Implementation Champion** assists to set realistic action steps.

Our system can:

- reduce costs
- increase sales
- develop new offerings
- drive productivity
- streamline processes
- create fresh value
- attract new customers
- thrill existing clients
- boost morale
- sharpen communications
- inspire the media
- get people talking
- open new markets
- build new partnerships
- dazzle competitors
- surprise employees
- delight customers
- spark teams
- forge brands

## ideas FOR you



*You're a business owner or team leader. You need a winning idea now and you're facing internal pressures. You're short on time, resources and thinking space.*

Relax. Now you can get ideas while you sleep!

Put our global team of professional **Ideas Agents** to work by submitting your challenge electronically.

The next day you'll receive an **Ideas Pack** that includes 100+ ideas to solve your challenge, an **Idea Evaluation Matrix** and an **Implementation Plan** to move the best ideas into action.

**\$880 per Ideas Pack\***

## ideas WITH you



*You're a director, team leader or account manager. You need to coax the company's next big idea from your team for a specific business challenge. You pull your crew together to start thinking. You need inspiration and it can't wait.*

Together, we'll get your team firing with fresh thinking, working through **Creative Thinking** techniques and **Idea Evaluation**.

Before the session, we can brief our global team of professional **Ideas Agents** and use their ideas as thought starters. Afterwards, our **Implementation Champion** can visit to help to set your **Implementation Plan** and bring your ideas to life.

**\$3,300 per Ideas Session\***

## ideas VIA you



*You're the team or thought leader in your company. You run inspiring meetings and brainstorm sessions but you want support behind the scenes to keep it fresh. You need tools and strategies to keep things rolling.*

We can provide you with endless fresh techniques and ideas to use as icebreakers and energisers in meetings, or to kick-start your own bright ideas.

Call, email or fill in our online form and our **Ideas Facilitator** will get back to you within 3 hours.

**\$550 for 12 Ideas Starters<sup>^</sup>**  
<sup>^</sup> Phone or email.

## real FRESH thinking

- At **Triple M**, 12 people generated 57 ideas in 50 minutes to improve an annual client event.
- At **NAB**, 43 people generated 129 ideas in 2 hours to solve 3 live business challenges.
- With **Microsoft**, 5 people generated 12 ideas in 10 minutes to make an upcoming student day more memorable.
- For **Hallmark**, 180 newsagents generated 160 ideas in 20 minutes to encourage staff to cross-sell.
- For **REIV**, 180 people generated 80+ ideas in 20 minutes to improve staff retention.
- At **Sunshine Coast TAFE**, 600 delegates generated 200+ ideas in 6 minutes on how to engage new students.

**ideasculture**  
got one?

**Call 1300 734 904 or visit  
IdeasCulture.com to learn more.**

**FREE** Ideas FOR You virtual Ideas Pack for every new customer. Brief us. We'll change your thinking.

\*Volume discounts and incentives apply. Receive up to 30% off. What a good idea! Check web site for details.