

# Creative Thinking @ Speed

Date: February 23-24th, 2012

Venue: CII Innovation Center, Shanghai

Speed Thinking is a quick and easy tool to help you unlock smarter, more innovative and energizing ways to work, study & live.

It enables any individual and/or team to:

- Work smarter not harder
- Think on the spot
- Create big, new ideas in minutes
- Stop procrastinating and get started
- Design faster, better meetings
- Feel more energized.

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How to generate ideas faster than ever before!



CHINA INSTITUTE for  
INNOVATION

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## Introduction

The world of work is becoming faster and faster. Technology is rapidly changing, competitors are more nimble than ever before. To grow the revenue line we need to become more innovative and creative. But this is not enough anymore – we need to be able to create big, new ideas quicker than ever before.

The breakthrough Creative Thinking @Speed course has just been developed which combines two powerful forces –creativity and speed. In a world that is demanding more and more with less and less, business managers have to learn how to work smarter through thinking and collaborating faster.

## Objectives

This is a highly practical and interactive course that will help participants to:

- Create new ideas in minutes
- Have more confidence in their ability to think creatively under pressure
- Learn a new range of Creative Thinking @Speed Tools
- Generate, evaluate and build on new ideas quickly
- Harness the creative talents of a team or group.

## Benefits

It enables any individual and/or team to:

- Work smarter not harder
- Create big, new ideas in minutes
- Stop procrastinating and get started
- Design faster, better meetings &
- Feel more energized.

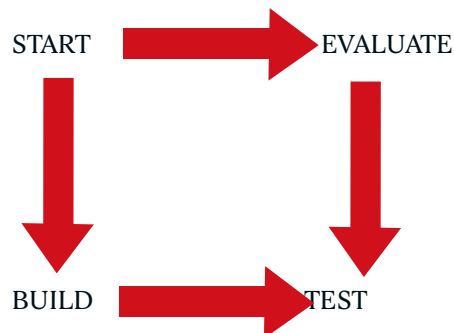
## Why it works

- **SpeedThinking means you work so fast that you don't listen to your negative internal voice**
- **You are not limited by other's expectations**
- **You operate at the edge of your unconscious**
- **Your team members are more open and receptive to new ideas**

## Agenda

### Day 1 Key Topics

- What is Creative Thinking @Speed?
- What is the insight behind it?
- Thinking in 2 minute bursts
- The 4 steps process.



(1)START: The essence of SpeedThinking is to start not to filter. We'll show you how to get going.

(2)EVALUATE: An array of SpeedThinking tools can help you to identify and prioritize you best ideas, solutions or decisions.

(3)BUILD: Your chosen ideas, solutions or decisions are fertilised and enhanced.

(4)TEST: Test your results cheaply, simply and quickly.

- The tool kit of SpeedThinking-Speed Links.
- Creative Thinking @ Speed Exercises
- Applications of Creative Thinking @ Speed
- Some more Idea Generation Tools  
(1)Make your assumptions explicit



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- Some more Idea Generation Tools(Continued)
  - (2)Competitive Insight
  - (3)Brand Imagination
  - (4)Random Emotion
  - (5)Use all your senses
  - (6)Drawing the ideal
- Summary of the first day.

## Day 2 Key Topics

- How to Build an Idea quickly
- How to Evaluate an Idea in minutes
- Other applications of The Speed Links Tool
- Team Driven Creativity @Speed
- What are the roadblocks to Innovation in your business?
- How to accelerate the innovation process
- Summary of the course
- Lessons Learned

## Who should attend

Anyone who wishes to further their career in innovation is welcome to attend:

- R&D Managers
- Innovation Managers
- Business Unit Managers
- General Managers
- Strategic Planners
- Human Resources
- Organization Development
- Business Development
- Marketing

## Case Study

### Application:

Development of new Growth Opportunities

### Brand:

**Gold'n Plump Chicken(USA)**

### Timing:

August, 2009

### Challenge:

To create a range of big, new growth opportunities the leadership team could feed into their next 12 months' strategic planning cycle.

### Design:

Identified and presented the key 'vital signs'. Speed Thinking was applied to each of these throughout a one day workshop.

### Results:

- 17% improvement in thinking speed (self-scored)
- Increased confidence in decision-making in service situations

## Current clients:

Qantas, Intel, Westfield, DuPont, Heinz, Citibank, Network Ten, Roche Pharmaceuticals & Dell Computers.

## Feedback:

'I am so pleased with this session, not only are you getting tangible results, but the word out there is really positive. People are signing up to the session before they have their lunch – a major achievement in our world'. Lisa Kavanagh, Manager, Learning and Development, Customer Experience Delivery, Qantas Airways.



## Trainer: Dr Ken Hudson

Founder and Chief Starter, The Speed Thinking Zone



### Professional qualifications

- PhD (UWS). Thesis title: 'Designing a continuously creative organization.'

MBA (UNE)

B. Bus (UTS)

Part-time lecturer, UTS 1997-2007.

2005 & 2006 selected as one of the top ten business lecturers as judged by students.

Dr Hudson is the Founder and Chief Starter of The Speed Thinking Zone.

Dr Ken Hudson is one of the most original and creative thinkers in Australia.

He is the best-selling author of three international released books;

The Idea Generator (Allen & Unwin),

The Idea Accelerator (Allen & Unwin), and

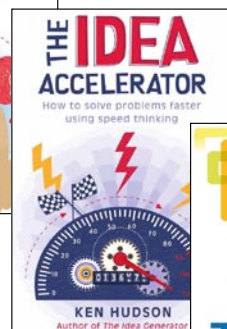
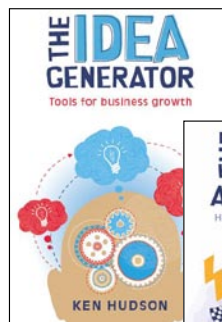
Speed Thinking (Allen & Unwin).

All of these books have been published or distributed in Australia, UK, Taiwan, Italy, France, Brazil, South Africa and the US.

Dr Hudson was a former marketing director at American Express and has a PhD in Organisational Creativity as well as being a part-time lecturer at The University of Technology, Sydney.

Dr. Hudson has been interviewed by Business Review Weekly, ABC Radio, The Australian Financial Review, The Boss Magazine and contributed articles for Marketing Magazine, HR Monthly and Fast Thinking.

Ken Hudson's best-selling books include:



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## China Institute for Innovation(CII)

China Institute for Innovation is a consulting and academic organization established specifically to help Chinese companies, multinational organizations and government agencies to meet the needs for world-class expertise in innovation.

CII is a leading innovation education, training, research, and networking institute in China.

CII works with leaders of business, government, and non-profit organizations to bring them the very best tools, methods, and learning experiences to help their organizations become leading players in the 21st century.

CII offers a wide variety of programs to help people at all levels and in all roles to understand and master the principles and practices of innovation, to help their organizations succeed in the innovation- driven economy.

## CII Innovation Center

CII Innovation Center is a physical innovation and collaboration center.

It is a platform where you come to brainstorm, to share, to learn, to collaborate, and to have fun. It is an innovation hub, and an idea factory.

The center is designed by Langdon Morris, a senior partner of Innovationilabs, and a co-founder of China Institute for Innovation.

We offer customized training programs, brainstorm sessions, collaboration events, and innovation space renting services for our clients. We leverage the collective intelligence to solve complex problems for our clients.

## Upcoming Events

### Product Innovation

Led by Joe Zhou, November 28-29, 2011 Shanghai

### TRIZ

Led by Daniel Sheu, January 9-11, 2012 Shanghai

### Disruptive Innovation for Consumer Industry

Led by Sandy Ping, January 12-13, 2012 Shanghai

### Making Innovation Work

Led by Cheryl Perkins, February 27-28, 2012 Shanghai

### Hidden Customer Needs for B2B Companies

Led by Keith Goffin, March 26-27, 2012 Shanghai

### Hidden Customer Needs for B2C Companies

Led by Keith Goffin, March 29-30, 2012 Shanghai

### R&D Project Management

Led by Ray Sheen, April 16-18, 2012 Shanghai

