

Right-brain thinking in a left-brain world

concepts

ideas

innovations



The business consultants, C-level executives & Deans of MBA programs don't get it. They wouldn't be successful business people if they did.

Right-brain thinking, creativity and innovation is fundamentally foreign to the DNA of business. The challenge is to find a place for the creative perspective in a structured, efficient, goal oriented, hierarchal environment that naturally inhibits innovation.

If innovation is important to the success of your organization, you've got to invite the right-brained person into the board room. We can show you what that looks like, how it works and where to start.

Innovation Survey

Check the box that best describes your organization.

Where is the company suggestion "box"?

- H.R. offices
- Central location
- What's a suggestion box?

How many suggestions a month are submitted?

- None
- 1 - 15
- 20+ _____

Who collects & reads all suggestions?

- H.R.
- Middle management
- C-level management
- other _____

How many ideas a year were acted on?

- 0 - 1
- 2 - 9
- 10+ _____

What is the ratio of good to bad ideas generated last week?

- 1 to 2
- 4 to 2
- 2 to 50

How many bold boxes did you check?

- 0-2 needs ideas
- 3-4 got ideas
- 5 promotes ideas

programs

Innovation Audits

Discover your org.'s barriers and potential for innovation.

Innovate NOT Collaborate

The purpose of team building is to improve communication and work on the collaboration skills of the group. Building creative teams goes a step further by teaching groups how to find new approaches to old ideas and innovative solutions to the seemingly unsolvable issues that occur every day in the workplace.

Practicing Creative Leadership

Creative leadership requires more than shifting a current paradigm; it requires a complete flip in perspective, beliefs and actions. It requires a whole mind approach called Design Thinking. Our work introduces the value of right-brain thinking in leadership and techniques to guide teams to innovative solutions.

Innovation Work

Organizations must innovate to be competitive. Commercial success is gauged by an organization's ability to distinguish from the competition and provide value to their customers. This requires a dedicated attention to continuous innovation. But, innovation is fragile. The process of innovation is difficult, undisciplined and elusive. Artists build careers on their ability to innovate. Our creative consultants can teach your organization how to recognize and implement the innovation process.

Solve Wicked Problems

The innovation lab is designed to teach the stages of innovation, provide group facilitation through the creative process and guide leadership through experiential activities that explore solutions to the wicked problems of the organization.



Got ideas?

The
INNOVATIONLab

Design Thinking

A new Design perspective for business innovation. Innovative solutions to address the wicked problems.



GROUP DYNAMIX

www.groupdynamix.com

www.inxlab.com