

## **BUSINESS STUDIO SERIES: TOP INNOVATION TOOLS**

### **PROGRAM OBJECTIVE**

What if there was a perfect tool for creativity – the Swiss Army Knife for innovation?

While that one perfect gadget may not yet exist, this course will expose participants to a set of tools that can help feed their company's innovation pipeline. NewNorth Center will discuss the process for facilitating innovation and top tools available to be effective through specific stages.

### **COURSE DESCRIPTION**

This class is designed for individuals interested in discovering new tools that foster creativity and improve effectiveness in various stages of the innovation process and in overall team performance.

- Observation: See beyond the obvious
- Investigation: Cultivate data needed to pursue invention
- Ideation: Facilitate brainstorming
- Decision: Compare, evaluate, take action
- Assess: Audit the process
- Team: Recognizing and leveraging strengths

### **PARTICIPANTS**

Individuals who have high consumer contact

Class minimum of 6 participants must be met in order to conduct course

Class will not to exceed 12 participants

### **CLASS FORMAT**

The is a one day course

Each session will provide a vibrant mix of subject matter, presentation, participation and interaction

NewNorth staff and faculty will be involved

### **COST**

\$1,000 per participant

### **CONTACT**

Your NewNorth Center representative or

Stephanie Elhart, [stephanie@newnorthcenter.org](mailto:stephanie@newnorthcenter.org), 616-403-1695

Inquiries can also be directed to [info@newnorthcenter.org](mailto:info@newnorthcenter.org)

Terms & Conditions: NewNorth Center requires 50% deposit at time of sign up with the remainder to be paid by commencement of class. If participant cancels, the deposit may be applied to another class during the current or next trimester. If class minimum is not met, NNC retains the right to cancel class whereas the client would receive a full refund of the deposit.

NewNorth Center is a non-profit, hybrid educational and business institution. The Center specializes in immersive skills training, research, executive education courses, custom interchange, regular workshops, in-depth seminars, and an annual Design in Business Summit. Our portfolio will feature design-centric, post-graduate business programs formulated expressly to bring increased value to local, regional and national companies and organizations. NewNorth's goal is to help companies succeed by embedding the habits of creative thought and design methods into their business processes.