



## ***Business Capability Statement.***

**Brainstormers** works with people in organisations who want to access and progress ideas that will build outstanding organisational success.

**Brainstormers** introduces people to tools and techniques which enhance knowledge sharing between individuals in groups. Every individual brings knowledge to a group which is uniquely theirs. When individuals share their knowledge and generate ideas there are proven tools and techniques that can greatly enhance the outcomes of this process.

By engaging **Brainstormers** to work with you on your business you can realistically expect:

For every 15 people who participate in **Brainstormers ideaGENERATOR**© process (For a total of 4 hours of their time) over 100 ideas will typically be generated for subsequent evaluation. With at least 1 in 10 being progressed further towards implementation.

**Brainstormers** brings a unique, proprietary, structured process to rapid and effective Idea Generation: The **ideaGENERATOR**© Brainstorming process.

The **ideaGENERATOR**© process has three steps:

- Step 1: The **Springboard** or **Mind Opener** session: Duration approximately 2 hour.
- Step 2: The **Brainstorming** session itself: Duration approximately 2 hours.
- Step 3: Brainstorming session **Outcome Documentation and Classification**.
- Step 4: Opportunity **Evaluation**.

People who utilise **Brainstormers ideaGENERATOR**© process work with:

- Multidimensional thinking frameworks,
- Communication effectiveness tools,
- Judgment awareness tools,
- Different realities and context settings,,
- Group dynamics management techniques,

**Brainstormers** is a practical, comprehensive, delivery focused business specialising in best practice idea Generation processes.

- Supporting people in organisations as they access ideas for building highly competitive strategies.
- Delivering a structured rapid, complete, cost effective and unique Brainstorming service.

GENERATE • CAPTURE • BUILD