

The Integrative Ideation Drive (IID) Programme

The IID is not just another workshop that produces good ideas and some usable skills. It creates an end usable product, service or process. It is a fast-paced process, used to design new processes, services and products, and redesign old processes, services and products. Work groups will be made to rethink, reconceptualise and redesign these services, processes and products through a proven series of steps. The process sets up the work group for further successes.

YOU WILL LEARN

- To equip innovative teams or work groups with proven methods of ideation to formulate new processes and practices resulting in prototypes.

COURSE HIGHLIGHTS

1. Probe the Constituency
2. Observe the Real Situation
3. Develop New Concepts
4. Converge and Build Prototypes
5. Implementation Phase

DURATION

7 days