

WORKSHOP: What do you do after you close your eyes? Innovation techniques beyond brain-storming.

Background: The need for innovative thinking is growing. More and more, organizations are facing new situations where experience is no guide. Is there a way to just "come up" with solutions "out of the blue" given a concrete problem to solve? Leonardo da Vinci and Einstein seemed to have this gift. What did they do? Did they close their eyes? Years of research into innovative strategies by Dr. Win Wenger have synthesized findings about the mental process of innovation into a set of techniques called Imagestreaming. Stephen Hinton, former Program manager at Ericsson and Managing Director of Purity AB, a water purification company has used these techniques to produce the book "Inventing for the Sustainable Planet". The techniques are remarkably simple to learn and apply.

Workshop Objectives:

To teach the basics of imagestreaming and to apply the techniques to a current challenge requiring innovation.

Who should attend?

Those who are interested in exploring the "behind the eyes" techniques of innovation, and open to trying radical new approaches.

Contents

- How they did it..... Some historical insights into innovators
- Using intuition... exploring your own intuition practically
- Framing the assignment..... one of the often forgotten essentials
- Imagestreaming practice guided by a long-term practitioner
- Your own mini-project get started on your own invention
- Verification, documentation and following up ... getting the steps in the right order

Practical details

Timing: 3 hours with one short break

Workshop leader: Stephen Hinton, author "Inventing for the Sustainable Planet"

Workshop method: Short presentations and practical exercises.

More information

<http://stephenhinton.avbp.net>

<http://winwenger.com>

Stephen Hinton started out as a Science teacher in the UK. On moving to Sweden he became a management skills trainer teaching courses in new learning techniques as well as creativity in decision making. He moved to Ericsson in 1998 and began working with new products and services, culminating in the division responsible for the roll-out of 3G.

A long time follower of creativity Guru Win Wenger, he applied Win's techniques of Imagestreaming to produce a book on innovation and sustainability. " Inventing for the Sustainable Planet" (2008, Lulu publishing) is a novel and a showcase for how to use the techniques for innovation.

He has regularly held training sessions in the techniques, and at least two of the product ideas from his Imagestreaming sessions have come all the way to being available on the market.