

Individualised tours often take more time and stronger nerves but the effort is worthwhile. Benefit from the advantages of organised mind travel into the future and from our tour guides' experience.



Consulting Development Integration

Innovation days: mind travel into the future

Your situation

You are working in an innovative company and want to take a peak into the future. How can you continue to sell your products successfully? Should you expand your product range and develop new product segments? What future technologies could you use for your product innovations? Are you perhaps trapped in your own paradigm? What bandwagons do you definitely want to hop onto? In short, where are we heading?

Participants

Innovation Days conducted by Zühlke let your mind travel into the future. The people with whom you are travelling are experienced employees from various business units and Zühlke specialists skilled in the art of mind travel. Others may be added to the group based on the issue being explored. Sometimes product users come along; other times, members of country-specific organizations or employees from production, etc.

Itinerary

■ Determining your current position

This is the departure point. In this step, you and we identify your current product features and analyse your core skills.

■ Impulse workshop

The impulse workshop is the next activity in your innovation process. Backed by technology screening and cross-industry experience from Zühlke, you fill your innovation pool. You may even take on a visionary role for your customers.

■ Product vision

The vision of your future product is your goal on this trip. It arises by you combining and evaluating a variety of structured ideas.

Zühlke guides you expertly and efficiently to your goal on this informative trip into the future.

Your benefits

Impulse workshops are conducted on specific themes. You are freed from your everyday environment.

Your innovation team is reinforced with specialists from different industrial sectors thanks to Zühlke's intersectoral competence.

You learn how to look beyond your own backyard. You arrive at your destination. We combine your creativity with ours and guide you reliably to your goal.

Call us! We are happy to equip you for a trip into your company's future.



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