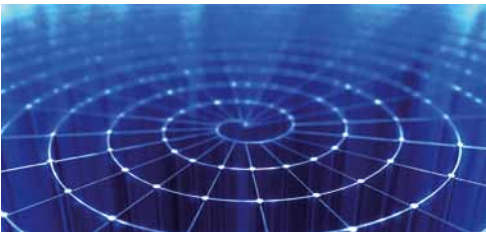


You want to motivate your team in an unusual way in order to find creative solutions for a technical task or a new product? We offer you imaginative workshops and supplement your team with experts who add creative inputs that enrich your valuable experience.



Consulting Development Integration

# Impulse Workshop: Creative Brainstorming

## Your situation

You see various ways you could give fresh impetus to your development team to find creative ideas; for instance, in defining product requirements, in arriving at a tricky design or in solving technical problems.

## Analysis

In the initial phase, our facilitator helps you to formulate the task, to trace out the system limits and to agree on the goal of the workshop. Together you decide on the workshop schedule. Based on in-depth problem analysis, the facilitator selects the most suitable specialists and systematically prepares the workshop with the aid of checklists. The results of initial technology screenings tailored to your topic flow into the preparations along with our experience from different industries.



## Impulse workshop

The workshop is divided into three phases.

- **Brainstorming phase:**  
Various solutions are collected jointly. The facilitator guides the team using different methods for fostering creativity. The objective is to have the participants come up ideas, even outlandish ones, and to have the group include them without bias.
- **Detail phase:**  
Guided by the facilitator, the participants categorise the collected ideas, sort them and supplement them with additional new ideas. Initial potential solutions emerge.
- **Evaluation phase:**  
The workshop participants jointly set up evaluation criteria for the ideas and assign them a respective weighting. The proposed solutions are then evaluated using the criteria and the best ideas are prioritised. Your team receives the fresh impetus you desired for proceeding with this project.

## Your benefits

- Your team comes up with new ideas thanks to the structured and methodical approach taken by the external facilitator.
- Your innovation team is strengthened by Zühlke's interdisciplinary expertise in software, electronics, mechanics, mechatronics and business engineering.
- You profit from the cross-sectoral knowledge of Zühlke experts and their knowledge about new technologies.

Zühlke – your partner for methodical brainstorming: from green meadow to successful solution



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