

THINKCUBE™

Innovation Workshops

It's no secret—innovation is an essential element to any successful business or enterprise. But how do you create and sustain it? How do you encourage it and promote it within your organization?

What Does it Take to Truly Innovate?

Innovation is more than simply having a great idea. It involves developing and nurturing it—and collaborating together to bring the idea to light. Cynergy's facilitated ThinkCube Innovation Workshops are designed to make incubation an active element of your company's process. Train your brain—and your organization—to think "outside of the cube."

What is ThinkCube?

Created by Cynergy Research Director Kes Sampanthar, ThinkCube is a collaborative game that promotes innovative thinking at all levels of an enterprise. It is a ground-breaking tool we use in our workshops to help participants in an organization shift their perspectives and explore new ways to approach common business challenges.

By leveraging ThinkCube we can help you harness your team's creative thinking, uncover hidden insights, and generate truly novel ideas to solve your business problems and help you leap ahead of your competition. experiences, to helping companies internalize our process and approach so they can be self-sufficient.

"We've done brainstorming sessions...but we've never done it this way. This is exactly what we need to do to get great workers thinking differently about the problems they have today that address the challenges we have as a company."

- Leading Wireless Company
Marketing Manager

A Proven Process for Immediate, Impactful Results

The ThinkCube innovation process transforms the status-quo way of thinking into an innovative approach that can help organizations:

- **Break Down Barriers**
Tackle real business challenges using simple tools and strategies designed to promote different ways of thinking.
- **Initiate Change**
Let go of "business-as-usual" and make way for newer, more progressive ways to operate and grow your business.
- **Create Solutions**
Solve big problems in uncommon and transformative ways.

ThinkCube Innovation Workshops

Fun, interactive, and engaging, Cynergy's ThinkCube Innovation Workshops are designed to empower and encourage your team to think differently. Led by an experienced team of dynamic trainers, participants will learn breakthrough concepts that can be used to uncover hidden insights, reframe business challenges, generate breakthrough ideas, develop compelling new strategies—and drive innovation throughout your organization.



Innovation Workshop Offerings

Whether you need ideas for developing new products and services, building and enhancing your brand experience, and/or optimizing the way you currently operate, Cynergy can create an innovation event tailored to meet your needs.

The Kickstarter

Re-Think the Way You Think

Train your team in the ThinkCube innovation process. This workshop provides members of your organization with a foundation for thinking differently. Thought-provoking and transformative, participants will grow more cognizant of how motivational design and divergent thinking can be used to innovate, originate, and implement bold new ideas and solutions.

Deliverable:

- Written summary that captures the ideas generated during the session and suggestions for ways to incorporate divergent thinking into your organization's work place.

Duration: 1-day (4-5 hours), plus follow-up

Ideas Incorporated

Create a Framework for Moving Forward

Apply ThinkCube to a specific challenge or project. This workshop includes a complete introduction to the ThinkCube process, plus an opportunity to dive deeply and explore how innovation, motivational design, and divergent thinking can be used to crack a complex business challenge and/or kickstart a creative opportunity.

Deliverables:

- Written summary that summarizes the ideas generated during the session
- Detailed analysis that includes insights and information for implementing two key ideas
- Professional presentation that captures the ideas and analysis and illustrates the potential business benefits
- Document summarizing ideas generated during the sessions and suggestions for continuing to utilize the divergent thinking cultivated by ThinkCube
- Unique analysis of organizational and business challenges identified from information collected and insights garnered

- Unique ideas generated in the workshop including explanations and analysis as well as detailed suggestions for implementing the top 2 ideas identified and potential business benefit.

Duration: 3-4 weeks, includes 1-day workshop, follow-up, and presentation

Ideation at Work

Make the Impossible Possible

Visualize what is possible with the power of ThinkCube. Building on to the other two workshops, this workshop covers the ThinkCube process and explores how it can be used to address a specific challenge where a digital experience can be leveraged—plus, it offer the opportunity to bring your idea one step closer to fruition.

Following the ThinkCube training workshop and in tandem with the analysis, a Cynergy designer will develop a series of spotlight design concepts that demonstrate how your idea might work in the real world—carrying the ideas to the next level of implementation, including how the ideas generated can be included in a specific digital experience.

Deliverables:

- Document summarizing ideas generated during the sessions and suggestions for continuing to utilize the divergent thinking cultivated by ThinkCube
- Unique analysis of organizational and business challenges identified from information collected and insights garnered
- Unique ideas generated in the workshop including explanations and analysis as well as detailed suggestions for implementing the top 2 ideas identified and potential business benefit.
- Spotlight designs for a targeted experience based on ideas generated and information collected
- Document including estimated level of effort to design and create a functional prototype of the target experience or for creating a production ready experience

Duration: 4-12 weeks, includes 1 full day workshop