

Become a Business Fighter - 9 ways to ambush your competitors

This workshop is a fun filled way of finding out how Innovation relates to your business and how you can use simple but effective techniques to outsmart the competition.

Delegates are introduced to a new way of thinking before carrying out a live audit to assess the capacity of their own business to attack new markets, develop new products, or even to simply survive.

The practical sessions often have delegates howling with laughter as their models collapse and they explore future possibilities in a fun but serious way. The resulting output is a 'storyboard' that can readily be translated into a



conventional action plan, business plan or strategy document when necessary and tested on fellow attendees.

Delegates will leave with a clear action plan derived from their own Innovation audit and personal storyboard as well as '9 ways of ambushing the competition'

The workshop will have the following format:

- 🎨 A new way of thinking about Innovation
- 🎨 A live audit of innovation capacity
- 🎨 Practical sessions:
 - Brainwiping - clearing your head of clutter
 - Hoops & hats – examining the market place
 - Modelling your business – where are you now?
 - Visualising the future
 - Creating your storyboard
- 🎨 9 ways to ambush the competition
- 🎨 Creating a takeaway

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