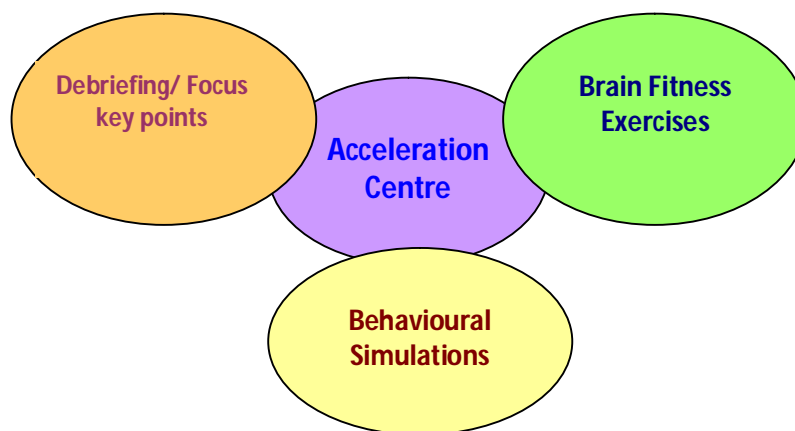


BrainPerform

Acceleration Centre Program Innovation & Creativity

Overview:

- This 2-day program targets skills development in a new format (3-stage approach), combining a mix of brain fitness exercises (CD stored) and behavioral techniques (business cases, debriefing, group and individual feedback, etc.).



- As a **1st step**, **Brain Fitness exercises** allow the participants to develop brain mechanisms, which are responsible for efficient deployment of specific behaviors and skills. Basically, these types of exercises prepare and increase the capabilities of each person to absorb new knowledge (information) and develop new skills, by focusing on neuroplasticity (biological bases of learning process) and memory development.
- In the **2nd phase**, we involve participants in **Behavioral simulations** and business cases, which provide the context of practicing the targeted skills, but having already exercised the supporting brain mechanisms.
- In **step 3**, we **debrief and clarify** with the participants after each sequence the special points to focus on in the next round of activities.
- The program reiterates continuously the 3 steps for the whole 2 days, providing the opportunity of re-enforcing new knowledge and skills acquired.
- This example shows the structure and potential agenda for implementing an Acceleration Centre with the goal of developing **Creativity & Innovation**.

BrainPerform

Agenda - Day 1:

09.00 – 13.00 The innovative brain

- Relationship between creativity/innovation and intelligence/problem solving
- Variation and novelty as solution for crises and normal development
- Relationship between focused attention and learning – problem detachment to improve problem resolution
- **Insights Exercise: AHA! (think outside of the box)** (feedback and debriefing)
- Specific functions for creativity and how to work on them
- “The contextual man”: context-dependent capabilities
- Sleep on it – innovation/creativity often occurs during sleep. The brain rewiring process after novel experience exposure.
- **Brain Fitness exercises (CD stored)**
- Latent inhibition effect – channeling attention outside main focus points
- **Exercise: Visual Filtering Creativity test** (feedback and debriefing)

13.00 – 14.00 – Lunch break

14.00 – 17.00 Building innovation capabilities

- Relationship between learning and creativity – how to improve creativity
- Learning from mistakes and priming – mechanisms for incorporating new information
- **Brain Fitness exercises (CD stored)**
- Handling Novelty - how to seek activities which activate potential for change
- **Estimation exercise: What is the market value of ...?** (feedback and debriefing)



Agenda - Day 2:

09.00 – 12.30 Reframing and Rethinking Innovation in Business

- Discovering and implementing new business models
- **Case study: Edward Jones – capturing new segments on the market**
- Achieving capability to use different business models
- **Case study: Nestle and Nespresso – separation vs. integration**
- How to handle innovative moves of the competition
- **Business simulation: Bronzo – launching a new product (feedback and debriefing)**

12.30 – 13.30 – **Lunch break**

13.30 – 17.00 Practical tools to increase innovation & creativity

- Brainstorming & Reverse Brainstorming
- **Business simulation: Brainstorm solutions (feedback and debriefing)**
- 5-Why's technique
- **Brain Fitness exercises (CD stored)**
- Drill-down technique
- **Case study: Google**