

## **Killer Innovation Workshops**

**With Tim Reid**

*There was a blind man sitting on the steps of a building with a hat by his feet and a sign that read: "I am blind, please help."*

*A kind soul was walking by and stopped to observe. He saw that the blind man had only a few coins in his hat. He dropped in more coins and, without asking for permission, took the sign and rewrote it.*

*He returned the sign to the blind man and left. That afternoon the would-be sign writer returned to the blind man and noticed that his hat was full of bills and coins.*

*The blind man recognised his footsteps and asked if it was he who had rewritten his sign and what he had written on it. The person responded: "Nothing that was not true. I just wrote the message a little differently."*

*The new sign read: "Today is Spring and I cannot see it."*

*Sometimes we need to change our approach.*

I have no idea who said this, but never a truer word has been spoken. The fact is, as business people there's safety in doing the same old thing. It may well produce the same old results, but at least we know what we're in for! Right?

On the flip side, what are you missing out on? What could be if you challenged the status quo?

Wouldn't you love to double the results from last year's direct mail campaign? Increase web traffic? Evolve your product or service offering? Create that killer promotion? Or develop ways for greater client engagement?

If your head is nodding then let me help you think differently (and more effectively) using some of the most effective and rewarding creative thinking techniques from around the world...I'll help have your business booming in no time. Read on for a taste of what you can expect...

*"Thank you so much for engaging our staff. It was really interesting and you captured all of our imaginations."*

Nancy Bicchieri, Deputy Director, Catholic Education Office

### **The Catapult Method™**

Ideal for when you sense there must be better, more effective ways of doing business. Particularly revealing for businesses competing in a mature industry.

Keeping up with the category and the competition too often results in a whole lot of 'ME TOO' companies chasing the same goals and outcomes. This ends in price-cutting, increased marketing spend and reduced margins.

At the same time it creates an opportunity for smart organisations to spend time focusing on telling their own story...CATAPULTING THEMSELVES AHEAD OF THEIR COMPETITION.

The Catapult Method™ is a revealing process aimed at EXPOSING & CHALLENGING THE RULES OF YOUR INDUSTRY.

### **Killer Questions™**

Think of this as brainstorming on steroids! Ideal for when an organisation has a specific area they want to explore deeply and thoroughly. A Killer Innovations Workshop™ is totally focused on finding significant and highly profitable departures from your current offerings or practices that will be difficult to imitate. No more 'me too'.

Asking the right questions – KILLER QUESTIONS – is the key here. Such questions get you thinking at a particular issue from various perspectives you've previously not considered. And because the questions are rich and interesting then so are the answers. For example...

What is the largest hassle your customers do not know they are putting up with?

How would (insert famous brand or person's name) approach this problem?

What if you had to triple enquiry in 24-hours from now?

These are just three of over 75 Killer Questions I have developed and that have helped businesses and not-for-profits in the most unexpected of ways.

## **Handing Over The Keys™**

Ideal if you're wanting to 'break the shackles' by exploring how others would run your business. This workshop explores what market leaders in UNRELATED CATEGORIES would do if they ran your business.

What would Bunnings Hardware do differently? McDonalds? FOXTEL?

What if it J K Rowling, Richard Branson, Robby Williams or Nelson Mandela were in charge?

This workshop always results in some truly fresh and energised thinking. So, if you think your business or organisation could do with an injection of creative thinking, then let's do this! I can put together a program that will not only generate some great business building ideas; it's a great way to bring your team together as well.

## **How Much?**

A firm quote will be provided upon request through your agent.

My fees are based on the amount of planning required, lead time given and the amount of people attending the actual workshop.

*Think what you've always thought and you'll do what you've always done. Do what you've always done and you'll get what you've always got.*

*"Tim's effervescent and no nonsense style of training and education is infectious – in a room full of sceptics I see the nodding heads and light bulbs going off all over the place when he is facilitating. That is why I work with Tim, he knows his stuff and more importantly, he shares it so generously."*

Hailey Cavil, Cavil + Co

*"... I was very impressed with Tim's input. He is intelligent and he has a presence and the energy to keep the momentum going over a prolonged period. The feedback we had from the twenty staff was universally positive."*

Professor Terry Dwyer, Director, Murdoch Children's Research Institute