



Ideation Training

Ideation is a creative process that generates new ideas or products. Participants in brainstorming sessions are encouraged to share freely, openly and often in a collaborative setting. It brings together different perspectives, challenges assumptions, and encourages participants to think outside the box. It is a process that quickly generates a lot of innovative ideas that can be later evaluated for their viability and value. This process is commonly used when trying to find new ways to accomplish a goal or solve a difficult problem. It is used to generate ideas quickly for product design, marketing, sales, and other areas. T

his one-day training course is designed to help you transform potential solutions into easily communicated solutions using effective visualization techniques and other tools or methods.

Course Overview

You will spend the first part of the session getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

This workshop will help you teach participants to:

- Learn how to use a customer-led approach for ideation, innovation, and entrepreneurship.
- Help apply different idea generation models.
- Help think critically to solve problems creatively within the context of an innovation challenge
- Help you develop an innovative mindset, and use creative thinking in a future start up, social venture, or corporate job.
- Learn the entire cycle of how briefs become concepts through idea generation and evaluation.
- Learn key techniques to generate ideas.
- Practice key techniques to consolidate your knowledge
- Be confident that you will find the right techniques for your needs.
- Pair creative ideation with effective action.

Ideas for Content Creation

First, we will explain content ideation which is the process of finding relevant topics for new content creation.

Idea Generation Methods and Techniques

This session will help participants understand and generate a startup business plan.

Content Creation Strategies

Here, participants will learn about the source of ideas for content creation. We will discuss a few strategies to generate content creation ideas. This session discusses brainstorming.

Content Creation Tips

In this session, the discussion continues on content creation tactics with focus on content that has been published in the past.

The Lean Startup Methodology

There are many links between having a feasible startup idea and the first steps of the LEAN Methodology. This session will teach participants about Lean methodology and traditional business setup.

The Art of Ideating

In this session we will go beyond brainstorming. Participants will learn techniques to generate a wealth of new ideas.

Take the first step to moving forward

Here, participants can improve their ideas by practicing prototyping and ideation multiple times.

Creative Ideation with effective Action

This session participants will learn how to explore ways of dealing with the obstacles you identify.

Prototyping and product ideation

In this session, we focus on creating usable models and frameworks to gather user feedback and test solutions. This is done through prototypes and a minimum viable solution.

Workshop Wrap-Up

At the end of the day, students will have an opportunity to ask questions and fill out an action plan.

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