



## Ideation Training

The Ideation Training program aims to unlock the potential of participants by providing them with the skills to generate innovative ideas and solutions. Through brainstorming sessions individuals are encouraged to express their thoughts question assumptions and think outside the box. Ideation is a paced process that generates a range of inventive ideas laying the groundwork, for evaluating their feasibility and value. It is a tool for problem solving and fostering innovation in domains, such as product design, marketing and sales.

This one-day training course focuses on translating solutions into understandable ideas using visualization techniques and other helpful tools.

## **Course Overview**

The training commences with a session that allows participants to get acquainted with each other and provides an overview of the days schedule. Participants are encouraged to outline their learning objectives.

### **This workshop equips participants with the following skills;**

- Employing a customer approach for ideation, innovation and entrepreneurship.
- Applying models for idea generation.
- Thinking critically to solve problems within the context of innovation challenges.
- Cultivating a mindset and applying thinking, in future start-ups, social ventures or corporate roles.
- Understanding the entire cycle of transforming briefs into concepts through idea generation and evaluation.
- Discover techniques for generating ideas.
- Practice these techniques to strengthen your understanding.
- Develop confidence in selecting the methods for your specific needs.
- Learn how to seamlessly integrate ideation with action.

## **Exploring Content Creation Ideas**

Participants will delve into the realm of content ideation where we identify topics for creating new content.

## **Methods and Techniques for Idea Generation**

Participants will delve into comprehending and generating a business plan during this session.

## **Strategies for Content Creation**

Here participants will explore sources of inspiration for content creation with an emphasis on effective strategies to generate ideas. We'll highlight the importance of brainstorming

## **Tips for Creating Engaging Content**

This session continues the discussion on creation tactics particularly focusing on leveraging published material.

## **Understanding Lean Startup Methodology**

During this session participants will be introduced to the connection between startup concepts and initial steps in the Lean Methodology. We'll cover both the methodology itself and traditional business setups.

## **Mastering the Art of Ideation**

This session imparts techniques that result in an abundance of fresh ideas.

### **Taking that First Step Forward**

In this session participants enhance their ideas through hands on practice by exploring prototyping and engaging in rounds of ideation.

### **Achieving Creative Ideation with Action**

This session equips participants with proven strategies to overcome obstacles they may encounter throughout their ideation journey.

### **Prototyping and Generating Product Ideas**

We will be concentrating on developing models and frameworks to collect user feedback and test solutions by utilizing prototypes and minimum viable solutions.

### **Workshop Conclusion**

Towards the end of the workshop participants will have the chance to ask questions and create an action plan for applying their acquired knowledge, in Ideation.

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