

Harnessing the power of creativity



If innovation is not random there has to exist a process which can then be learned and applied.

“ The several times we have run PRIZM we have been amazed at the outputs; 21 patents in 2 weeks; 15 months saving in a lead-time manufacturing problem; over £10m won in design improvements over 18 months – and the list goes on! ”



We all think in a systematic and fundamental way, and by following certain patterns everything becomes easier. If we are clear on the outcome we are looking for we can also find answers much faster – regardless of the question.

By recognising patterns and understanding knowledge transformation, a super theory of innovative thinking has emerged - it is called PRIZM.

PRIZM is not software nor is it a passive theory. It takes a demanding business challenge and translates the desired outcome into a “Quest” to which the PRIZM process can be applied.

The PRIZM process is a facilitated team activity for between 5-15 people all of whom have a vested interest in the resolution of a demanding issue. The people are guided through a rigorous 7 stage process by a PTS facilitator who provides the external inspiration necessary. The session concludes with the presentation of a range of early stage design solutions to the original quest.

This is a facilitator led interactive group activity which physically develops solutions. It uses a systematic innovation map which emerged in 2005 after decades of research and has become a **complete systematic innovative thinking tool**.

Unlike any other thinking tool, PRIZM has 3 simultaneous benefits:

- 1. It streamlines the way people ask questions – you therefore identify the correct problem to solve in the first place**
- 2. It provokes 100's of ideas per hour - a much faster route to finding solutions**
- 3. It quickly improves communication, teamwork and decision making**

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PRIZM



Each of the 7 stages of the PRIZM process has its own theory, language, rigour and transition to the next stage. The filters embedded within each stage ensure no ideas are lost and are correctly placed ready for the next stage.

The end results are early stage design solutions that match the original quest.

At the outset, people are clear on the desired outcome of the day. The session is demanding and requires the full participation of every individual. The facilitator provides inspirational material designed to spark the creative thought process and to generate the innovative thinking which is then transformed into workable ideas. All ideas are captured and formulated into an early stage design document **ON THE DAY** ready for the next stage of implementation.

Ask yourself these questions...

- **What unresolved, demanding challenges face my organisation?**
- **What are the implications to the business if they remain unresolved?**

....then contact us to discuss how we can put a **PRIZM** on those problems.

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