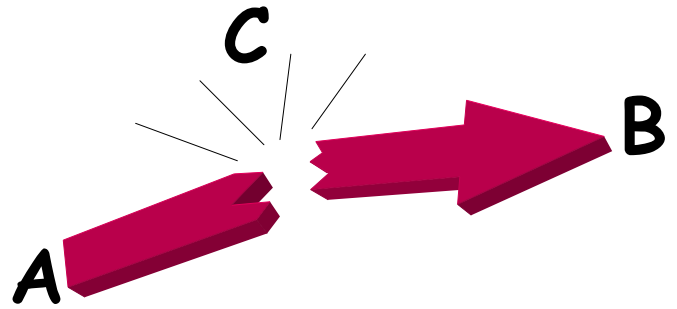


# **TOUCHPOINT CHANGE!**



## 'Point C' Creativity

Have you tried all the standard approaches? Still stuck for a solution?

Let us help you out of your organisation's 'A to B' straight-line thinking and explore the creativity you have out at Point C.

'Point C' Creativity is a tried and tested creative approach for generating ideas to help you solve problems or to develop opportunities for you and your business. If you are not regularly surprised at the quality of ideas in your organisation, then you are not cultivating them in the right way.

Most people, teams and organisations are really good at 'thinking in straight lines' - analysing data, thinking critically, planning and organising - after all, that has brought success in the past and it is hard to fault the logic. But it is often the big new ideas that change everything; everything in your industry, everything in your clients or everything in your organisation.

Every now and then, you need to think sufficiently differently to generate these new ideas, and then cultivate them before they are smothered by too many practical considerations.

Here are just a few of the examples of how Point C Creativity has been applied to a range of organisations:

Worked with a UK retail Financial Services business to help devise a totally new customer offering and plan for its successful introduction.	Helped a global pharmaceutical company revamp the way it launches its initiatives - both saving money, but equally, creating a bigger impact.
Ran several cost-cutting projects with a global bank - driving out auditable cost savings of over £100m. These were reinvested in growth and a further £58m were then identified.	A UK company with branches in almost every town wanted help with their "branch of the future" - so we helped them with their "High Street Presence of the Future" (a subtle, yet important, difference).
Tackling a costly, regulated process from a new perspective to help uncover new, cheaper ways of meeting both customer and regulatory requirements.	Transferred the Point C methods to client teams so that they can apply it as part of their ongoing way of working. We also provide support and advice.

See overleaf for more information about how the process works.

We can move quickly to make a difference to you - contact us now to get started.

**0845 1301 357**

**Info@TouchpointChange.co.uk**

... helping your people transform your business ...  
... delivering the benefits of change ...

# TOUCHPOINT CHANGE!

Point C Creativity. A mine of good ideas for your business.

## What does Point C entail?

As strange as it may sound there is a process behind being creative (see the panel opposite for a high level overview). We apply this process in a memorable, high-energy way that generates a 'buzz' around whatever challenge you have.

First we spend some time getting to understand your business and the challenge or opportunity - we don't want to be creatively solving the wrong thing! During this phase we find likely areas in which to get more creative during the next phase.

A structured workshop can then be planned from half a day through to a whole week. Ideally it is held off-site in an interesting location - we've run events in an old manor house, at a barn deep in the countryside, in a glass room overlooking Loch Lomond and in the middle of London Zoo. After all, we need to get you away from your routines!

We then work with a number of techniques to explore new ideas working on the principle that the best way to have a good idea is to have lots of them. We can help your team generate literally hundreds of ideas before we move on.

It can be tempting to stay too long in the creative session so we start cultivating the best ideas, constructively building on them, and sometimes bringing them to life graphically to gain a common understanding. We then plan to take them forward to delivery (or not, if there's no further mileage).

Delivering real business benefits works best when the buzz generated during the creative sessions stays with the project, AND when best practice in change management is incorporate. This is not a short cut but it is highly effective.

**Featured Consultant:** Mike Oliver builds on his experience of the 'people side of change' in businesses of all sizes and types. He now works as a consultant and trainer in creative thinking, people change management and facilitation. He is passionate about helping people and teams solve problems and generate new ideas. One of his favourite quotes is one by Linus Pauling: "The best way to have a good idea is to have lots of ideas".



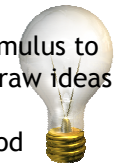
## The Point C Approach

### CLARIFY



- Clarify the problem or opportunity
- Solve the right thing!
- What's the big question?
- Where are the idea areas?

### CREATE



- Use creative stimulus to create loads of raw ideas
- Volume is key
- All ideas are good ideas at first

### CULTIVATE



- Cultivate the ideas
- Use passion to combine & build
- Challenge for understanding

### CARRY OUT



- Keep the buzz alive
- Early sponsorship is essential
- Plan the people side of change
- Carry it out and measure progress!