

THE KNOW-HOW OF WOW FOR  
INNOVATION PROJECTS





X-IDEA



XPLORATION



IDEATION



DEVELOPMENT



EVALUATION



ACTION

 IDEA = DESIGN THINKING + XTRAS - HEADACHE

# WHAT IS X-IDEA?

X-IDEA is an innovation process method with an integrated thinking toolbox designed by the innovation company Thinkergy. X-IDEA guides innovation teams [and their facilitators] through an innovation project in an effective, yet fun-to-do way. X-IDEA works for all modern innovation types. If applied correctly, it reliably delivers wow-ideas and meaningful innovations. The X-IDEA Process consists of five main stages:

## Stage X — XPLORATION

Invest time to really understand the innovation case.

We XPRESS and XPLORE the case and then XTRACT vital insights, resulting in a truer definition of the innovation challenge. After thorough Xploration, initial perceptions almost always change.

X

## Stage I — IDEATION

Generate a large number of raw ideas.

Using a selection of both classic creativity techniques and our own I-Tools, we laterally IDEATE, IMAGINE and INCUBATE to generate many, many, many raw ideas.

I

## Stage D — DEVELOPMENT

Turn idea quantity into idea quality.

We DISCOVER intriguing ideas produced during the IDEATION stage, and then DESIGN and DEVELOP those into meaningful idea concepts using our proprietary D-Tools.

D

## Stage E — EVALUATION

Evaluate and enhance promising idea concepts.

We EVALUATE our portfolio of idea concepts, ENHANCE promising ideas, and finally ELECT those few top idea concepts that we feel confident to pitch for real-life activation.

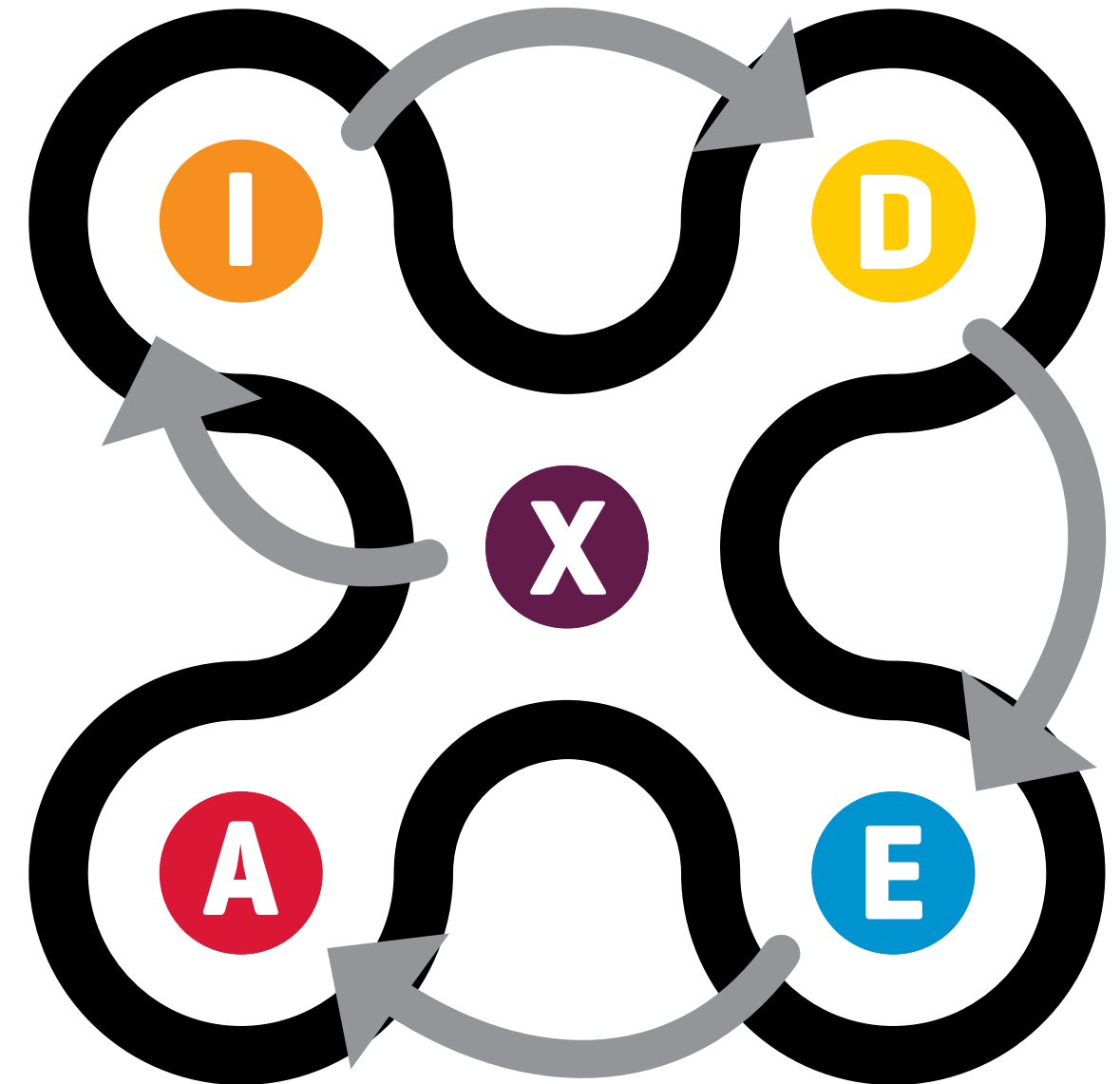
E

## Stage A — ACTION:

Take action to turn a top idea into a tangible deliverable.

Through the different phases of the Action-Stage, we ASSESS the situation, ARRANGE for the next steps and then ACTIVATE our planned actions.

A





# THE X-IDEA INNOVATION TOOLBOX

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The X-IDEA Innovation Toolbox is an integral part of our X-IDEA Method. Unlike most other creativity 'kits', we not only offer a wide array of tools, but also a clear and comprehensive system for their use. We know exactly how and when to best use each item.

The X-IDEA Toolbox currently contains over 150 thinking Tool Cards, incorporating popular ideation techniques such as Brainstorming, Rapid Prototyping, or Concept Mapping; plus many of our own successfully tried and tested proprietary techniques, [e.g.: Market Field Maps, Human Touch, Speed-D, Idea Election Pyramid... and many more].

Why do we need to have so many tools? We believe that Abraham Maslow was right in saying "If the only tool you have is a hammer, you tend to see every problem as a nail." There is a wide range of innovation types you may want to tackle in an innovation project. So, depending on your challenge and the project type, we are able to select just the very best tools for the job, from our huge X-IDEA Toolbox.

THREE REASONS

# WHY X-IDEA?

1 X-IDEA is one of the very few innovation process methods that has two distinct creative stages (Ideation and Development). We passionately argue our case why two creative stages are needed to move beyond conventional ideas in a research paper by Reis [2016].

2 Thanks to a range of special features that are designed into the method, XIDEA also cures a range of other shortcomings that most other methods suffer from to a lesser or greater degrees.

| ISSUE OF OTHER METHODS                               | CURE & NAME OF X-IDEA FEATURE                                               |
|------------------------------------------------------|-----------------------------------------------------------------------------|
| NEGLECT OF CROSS-CULTURAL ISSUES                     | X-IDEA ROLES TO OVERCOME INTERCULTURAL BARRIERS                             |
| THINKING TOOLS OFTEN NOT LINKED TO PROCESS STAGES    | EVERY X-IDEA TOOL LINKED TO 1 DEFAULT POSITION (= ONE WORK STEP IN A STAGE) |
| NEGLECT OF COGNITIVE BIASES & PROCEDURAL TRAPS       | X-IDEA TRAPS HELP TEAMS TO BYPASS BIASES & TRAPS [DESIGNED INTO METHOD]     |
| OFTEN NO SYSTEMATIC FOCUS ON INPUTS AND OUTPUTS      | IPO-FOCUS ON 3 LEVELS (PROJECT-STAGETOOL); X-IDEA INPUTS & OUTPUTS TRACKED  |
| SOME METHODS CATER ONLY TO OR A FEW INNOVATION TYPES | X-IDEA DESIGNED TO WORK FOR ALL MODERN INNOVATION TYPES                     |

| METHOD                                                                                      | CREATOR                                                                                       | CREATIVE PROCESS STAGES                                                             |                                                                                     |                                                                                       |                                                                                       |                                                                                       |
|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Design Thinking                                                                             | IDEO/D School                                                                                 | Inspiration                                                                         | Ideation                                                                            |                                                                                       | Implementation                                                                        |                                                                                       |
| Creative Problem-Solving Model                                                              | Osborn & Parnes                                                                               | Fact & Problem Finding                                                              | Idea finding                                                                        |                                                                                       | Solution Finding                                                                      | Acceptance Finding                                                                    |
| Simplified CPS                                                                              | Creative Education Foundation                                                                 | Clarify                                                                             | Ideate                                                                              |                                                                                       | Develop                                                                               | Implement                                                                             |
| Getting to Innovation Framework                                                             | VanGundy                                                                                      | Innovation Framing                                                                  | Idea Generation                                                                     |                                                                                       | Evaluation & Selection                                                                | Implement-ation                                                                       |
|  X-IDEA® |  thinkergy |  |  |  |  |  |



3 X-IDEA won a major international award at the International Society for Professional Innovation Management (ISPIM) Asia-Pacific Innovation Forum 2014 in Singapore. Selected by Nokia Group’s Global Head of Ideation and Innovation Management, Dr. Reis’ academic conference paper on the features and benefits of the X-IDEA Innovation Method & Toolbox won the Best Paper on practical implications for Technology Award.

# HOW DOES X-IDEA WORK?

1. Go through all the stages in sequential order: Xploration, Ideation, Development, Evaluation, Action.



2. In each stage, follow the BE-DO-HAVE methodology.

First, BE: Adopt the conducive mindset for each stage [e.g., the Xplorer in Stage X].

Then, DO: In each stage, take three steps [e.g., Xpress-Xplore, Xtract in Stage X] and use X-IDEA tools on the way, thereby avoiding common thinking traps and biases.

Finally, HAVE: Harvest target outputs at each stage to go into the next stage. Repeat steps if needed or if the output is deemed insufficient or doesn't reach the target quota.



# WHO HAS USED X-IDEA?

Over the past 15 years, we have successfully run more than 150 innovation projects with X-IDEA. Here is a selection of some of the renowned organizations Thinkergy has been privileged to work with.

We have also share with you a few success stories that we had with these clients. Please visit our [website](#) for more X-IDEA stories.

unicef 



  
Deutsche Bank

 **BASF**



 **UBS**

*MeadJohnson*  
Nutrition

  
**Nestle**

  
**AkzoNobel**

**Beiersdorf**



 **Kimberly-Clark**

**GREENPEACE**

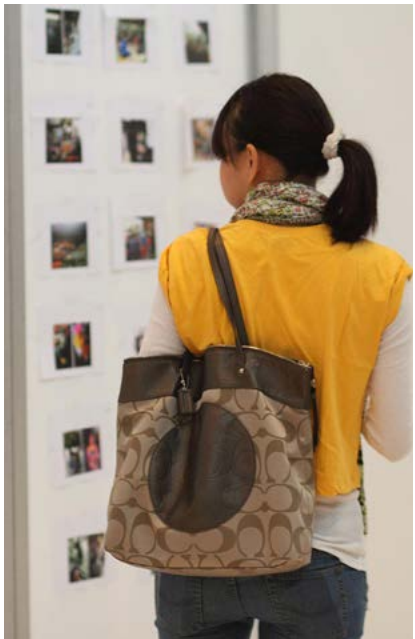


**DHL**  
EXPRESS



In the Main X-IDEA Innovation Workshop, the 11 category teams worked to produce meaningful idea concepts for their identified Final Challenges. Over 14,000 raw ideas and 660 idea concepts were developed before each team pitched its top 15 to a senior management panel. Finally, over 75 meaningful top idea concepts entered the company's innovation pipeline, earmarked for activation and market release.

Ultimately, the top idea concepts focused on new products, new promotion campaigns, new packaging and display solutions; and they addressed both the needs of the targeted consumers and Nestlé's channel partners.



VALUE INNOVATION CASE

## REACHING OUT TO NEW CONSUMERS

Thinkergy helped Nestlé in reaching out to a new target consumer segment in Thailand, aiming to infuse the company with fresh, profitable and sustainable growth. Thinkergy guided numerous category teams, stage-by-stage, through an especially large X-IDEA innovation project; extending over 7+ months, involving 11 product categories, and focused on 33 separate innovation cases.

After an initial Xploration Kick-Off Workshop, the category teams went into a guided consumer immersion phase of 4 months that involved a series of field trips to meet with target consumers and their preferred trade partners. The objective of this intense immersion phase was to gain novel insights into the real challenges that each category faces in order to extend its value propositions towards the targeted consumer group. In order to achieve this the teams had to report results at two interim checkpoints and a Final Checkpoint Xploration Xtraction Workshop.



CLIENT

Nestlé

INDUSTRY

Food & Beverage

LOCATION

Bangkok, Thailand

“What participants liked most was the different idea generation techniques, which they found interesting as it allowed them to think differently from previous ways of looking at innovation. The techniques utilized to guide us from “Wild” to “WOW” ideas led to some unique propositions, while at the same time being relevant to our consumers and category. We were happy with the outputs and thank the Thinkergy team for their passion, enthusiasm and effort!”

- Robin Okamura  
Executive Director, MarCom



## CLIENT

BMW

## INDUSTRY

Automotive

## LOCATION

Munich, Germany

## VALUE INNOVATION CASE

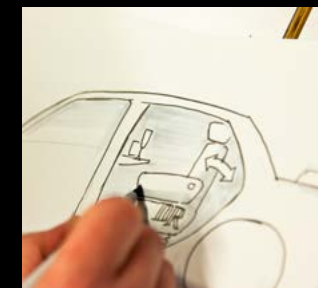
## NEW CAR INTERIOR CONCEPTS FOR ASIAN CONSUMERS

Thinkergy led a multidisciplinary team from BMW's Research & Innovation Center in Munich, in an X-IDEA Innovation Project, aimed at developing new concepts for the interiors of their luxury cars for Asia.

With China leading the parade, Asia is one of the fastest growing regions for luxury car sales. In order for BMW's engineers to better understand customer and environmental factors in Asia, Thinkergy first helped them gain more than 75 key insights into Asia's luxury car market. This then allowed the participants to carry out insights-based ideation, for four identified customer-segments.

Guided by our X-IDEA Method, the BMW team subsequently developed 35 relevant and meaningful Idea Concepts for the Asian market. From these, 7 top concepts with high market potential were earmarked for activation. Moreover, 3 further top concepts with “Wow-effect” but less straightforward activation, were identified as “make it happen” challenges for BMW’s engineers to take on.

Ultimately, the X-IDEA Innovation Project provided the BMW team with a fruitful innovation pipeline of feasible, insights-based concepts, with high market potential.



“

As project sponsor, I took a risk bringing an innovation company from Asia. But it was fortunate I did, because we not only developed a range of really interesting concepts that we plan to activate, but also had great fun in the process. Thinkergy used X-IDEA to guide us systematically through the project. At every stage, we produced target outputs using a different thinking style, which really enhanced how our engineers think.

**- Thomas Hahn**

Group Research & Innovation Manager  
BMW Germany

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## CLIENT

Covestro

## INDUSTRY

Materials Science

## LOCATION

Leverkusen, Germany  
& Shanghai, China

### PROMOTION & CAMPAIGN DESIGN

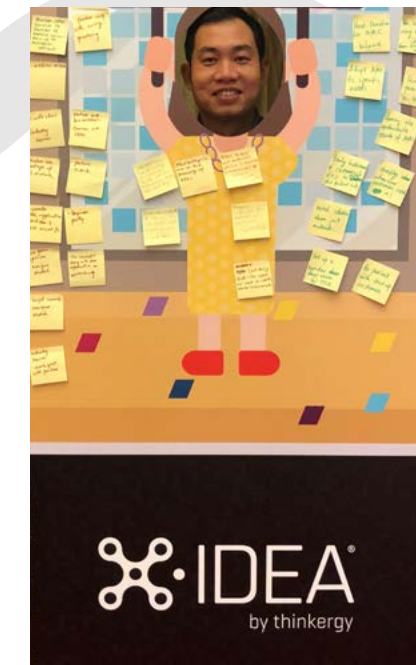
## ATTRACTING NEW TARGET CUSTOMERS TO A SPECIALTY PRODUCT

Suppose that in your company's product portfolio, you have a high-performance speciality product that you almost exclusively sell to one industry for use in one highly profitable application. What if due to technological innovation, this one application were to be replaced by a new one that doesn't need the performance features of your speciality product?

Covestro AG approached Thinkergy to run a X-IDEA Innovation Project focusing on finding new application for one high-performance polycarbonate (PC), which faced the threat of losing profitable sales from its "bread-and-butter" application in its key industry.

At the beginning of this taxing innovation project, Thinkergy held a two-day Xploration workshop in Leverkusen involving three mixed groups of technical product experts, business developers, customers, intermediaries and channel partners. With the help of nearly 20 X-Tools, the teams explored the wider market field and emerging trends to explore possible other application areas for the said speciality PC.

After the Xploration workshop, Covestro had a long list of unknowns to investigate. Almost a year later, a small team extracted the key insights and learnings from this immersion phase, which among others, identified two archetypical new target customers with a need for the performance features of the speciality PC. Moreover, the new insights revealed that we had to completely reframe the challenge statement, from "How to find new applications for {product name}?" [Initial Challenge], over "How to make {product name} more findable?" [Interim Challenge] to "How to invite our target customers to play with {product name}?" [Final Challenge]. In other words, the deep Xploration-phase uncovered that the whole case was not about finding the needle in the haystack, but rather to come up with idea concepts that attract new needles into the haystack.



Equipped with good insights and a potent final challenge definition, Thinkergy guided two newly formed Covestro project teams through an intensive 3-day IDEA workshop in Shanghai. In a full day of Ideation, where the two team created over 1,750 raw ideas for the Final Challenge. Thereby, we successfully applied a new I Tool [Geniuses vs. Bozos, based on our Genius Journey method] to help the teams create specific ideas that cater to the mindsets of the two identified customer target personas.

In the morning of day 2, the teams got enough time to design almost sixty idea concepts in the Development stage. Later in the afternoon, each team talked through their idea concept portfolio to understand the pros, cons and interesting aspect of each concept to identify winning concepts [Evaluation stage]. On the third and final workshop day, the teams entered their five top ideas into the Action stage and investigated the most impactful way to present the value of each top idea. Finally, each team pitched their five top ideas to a management and expert panel. Interestingly, the eight top concepts that were earmarked for real-life activation comprised four new digital and three classical promotional concepts, one structural innovation, as well as one new business model innovation.



Among many other X-IDEA Tools applied in the project, one proved to be invaluable: We asked the participants to map out the “Customer Journey” of a model toy car, travelling through the various stages of the planning and production process. We distinguished the process steps, documents and databases involved, and highlighted critical problem areas and bottlenecks. After creating the Customer Journey Map to gain insights into key issues, participants generated raw improvement ideas, which were then developed into meaningful “bug-fix” Idea Concepts.



## CLIENT

Mattel

## INDUSTRY

Toy manufacturing

## LOCATION

Bangkok, Thailand

### PROCESS INNOVATION CASE

## PRODUCTION PLANNING PROCESS IMPROVEMENT

Thinkergy was approached by Mattel in Bangkok to work with its managers to improve their problematic process planning for its toy car production in Thailand. In briefing discussions, we quickly noticed the root of the firm’s problems: Huge complexity caused by the number of different production designs, as they had to plan 5 new ones into production each day. This would lead to over 1,250 different production designs, over the course of the year.

In order to fix the critical bugs in the production planning process, Mattel and Thinkergy agreed to “work overtime” in a rapidly organized 3-day X-IDEA Innovation Project. We worked with three multi-functional teams coming from Mattel’s relevant business units to develop ideas for redesigning the critical front-end production planning process, aiming to help the firm save costs and time (critical factors in the fast-moving and highly competitive toy industry).



After implementation of the top Idea Concepts delivered by the X-IDEA Innovation Project, Mattel’s rejection rate soon dropped significantly and the production planning process saw a speed increase; leading to considerable cost savings for the company.



# Beiersdorf

## CLIENT

Beiersdorf

## INDUSTRY

Skincare

## LOCATION

Bangkok, Thailand

### VALUE INNOVATION CASE

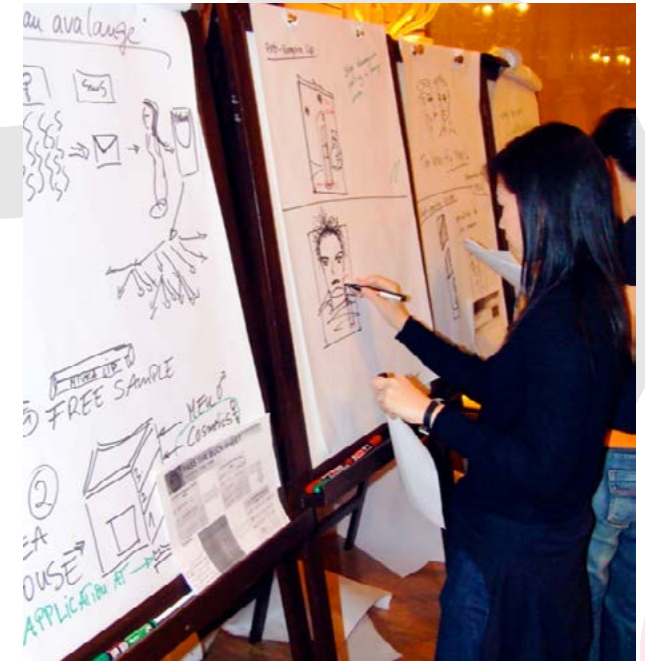
## BETTER LIP CARE PRODUCTS

The lip care division of Beiersdorf AG in Germany engaged Thinkergy to facilitate an innovation session, integrated with their regional marketing conference in Thailand. The focus of the X-IDEA Innovation Project was on the creation of innovative lip care products.

After the initial Xploration of the case, the challenge was expanded to also include marketing and service-related ideas as well as product-related ideas, with particular reference to the preferences of Asian consumers. The Final Challenge was then agreed to be: “How to create innovative lip care concepts for Asian consumers?”

During the main X-IDEA Innovation Workshop, over 2,000 raw ideas were generated in two separate 90 minute ideation sessions. From the 12 Ideation Tools used, from the X-IDEA Toolbox, one I-Tool really got the teams going: ‘Battle of the Sexes’. The participants were grouped according to gender, and then produced gender-specific lip care ideas. In the Development stage, the two teams produced over 40 meaningful idea concepts with the help of our D-Tools such as ‘Ying And Yang’ and ‘Pass The Buck’. In the Evaluation stage, the teams brought forward their top five ideas from each session, and our Thinkergy Idea Artists helped the teams sketch out these concepts before pitching them to a juror panel at the workshop finale.

Beiersdorf came away from their regional marketing conference, not only with alignment of their marketing initiatives in Asian markets, but thanks to combining it with Thinkergy’s X-IDEA Innovation Project, they also got a portfolio of ten top idea concepts for innovative lip care products and related marketing campaigns, to boost the group’s future Asian revenues.



“

*I enjoyed the workshop a lot. I learned that idea generation needs stimulation, openness and quantity and that creativity can be organized!*

**- Dieter Guillard**  
Global Lip Care Division Manager

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## CLIENT

Mead Johnson

## INDUSTRY

Nutrition

## LOCATION

Bangkok, Thailand

### STRATEGY INNOVATION CASE

## NEW STRATEGIC ACTIONS FOR INFANT FORMULA GROWTH

What if you were a Multinational Corporation looking for strategic action ideas to stimulate meaningful, sustainable growth of your FMCG products in your most promising global market region?

Thinkergy used X-IDEA to guide the extended Asia-Pacific executive team of Mead Johnson through an intensive 3-day strategy innovation workshop. The project aimed to create meaningful, new strategic concepts for superior, sustained revenue and profit growth.

On the first two workshop days, we invited delegates to deeply explore the evolving strategic landscape of the infant formula category.

After the kick-off, we split the 40 executives from across the Asia-Pacific region and the US head-office into four diverse project teams with broad perspectives. Then, we hosted a speaker forum where four experts inspired the teams with project-tailored presentations. These keynotes touched upon the particularities of the strategy innovation process; latest research and trends in the infant formula category; emerging trends in the wider FMCG industries from the perspective of a creative agency; and a lecture by a provocative marketing academic challenging traditional tenets in consumer behavior research.

Thereafter, the teams worked through a series of Xploration Tools: They created Trends & Discontinuities Maps and Value-Leverage Profile Maps, performed an Assumption Check and mapped out a typical customer journey, and answered Xploration Questions and SWOT Questions, and other analyses. Finally, each team harvested and presented their major new insights that they revealed, and framed their learnings in a compelling Final Challenge statement.

On the third and final day, Thinkergy guided the four teams through the remaining stages of X-IDEA [Ideation, Development, Evaluation, and Action]. At the end of the workshop, eight top ideas were approved for real-life activation. As is common in a strategy innovation project, these top ideas touched upon a wide range of modern innovation types: a marketing campaign aimed to create "Hope"; a promotional event which offered a "Helping Hand"; two combined product innovation and packaging design ideas; a new business model idea providing "Baby Assurance"; a new website & technology channel allowing to target a newly identified customer segment; and finally a structure innovation idea aiming to transform regulatory challenges into a new business opportunity for Mead Johnson.



“

*Thank you so much for guiding us through this strategy innovation workshop. Everyone has enjoyed this event very much, and more importantly, we got a lot of great ideas from it. Great pleasure to work with the Thinkergy team!*

**- Sandra Yu**

Senior Vice President & General Manager, Greater China

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In the Xploration stage, the teams checked on their core assumptions and on the existence of “rules for fools”, walked a mile in the shoes of key stakeholders, looked at their challenge from different scales by examining the big and small picture, had to answer powerful —and at times provocative— Xploration questions, among others. The teams realized that compliance to audit guidelines and internal bureaucracy has made them too inside-focused, slow and passive. The teams consensually agreed to reframe their Final Challenge to reflect their real challenge: “How to make UNICEF Thailand fast, flexible and fearless?”

In the following, the teams produced over 3,000 raw ideas during Ideation, which built the ground stock to then design over 130 realistic, meaningful idea concepts in the Development-stage. In the Evaluation-stage, each team elected its 3 top concepts, which they then pitched in the final Action-stage.

Interestingly, while the Final Challenge was more internally focused, more than half of the pitched top idea concepts made meaning for UNICEF Thailand’s external stakeholders [e.g., local and migrant children, partners, and donors]. Time for you to become fast, flexible & fearless?



## CLIENT

Unicef

## INDUSTRY

Intergovernmental Organization [IGO]

## LOCATION

Bangkok, Thailand

### SOCIAL INNOVATION CASE

## CREATING THE UNICEF OF THE FUTURE

Thinkergy got invited by UNICEF Thailand to run a X-IDEA Innovation Project aiming to create a more effective, productive and innovative UNICEF office of the future. The social innovation project was part of a staff retreat in Hua Hin, Thinkergy had only 2.5 days to guide the 44 UNICEF delegates split into 4 project teams towards the desired results.

Due to the time limitations, Thinkergy conducted a series of pre-workshop staff interviews as well as preparation meetings to become aware of possible innovation challenges [relating to both issues and opportunities]. We used the insights gained in the interviews to structure the overall flow of activities and pick those X-IDEA tools that we believed will help the project teams to become aware of their real challenge.



“

The X-IDEA Innovation Project workshop with Thinkergy was an amazing energy boost for all of the UNICEF Thailand team. The 2.5 days was a real whirl storm of ideation which enabled the team to create over 3,000 ideas focused on ways to make UNICEF “Fast, Flexible and Fearless”. Both myself and the team were simply amazed at not just the number of ideas we created in such a short time span, but also of the depth and quality of the proposed innovations, as well as the level of energy, buy-in and innovation mindset shift that the workshop created. Absolutely and totally worth it in terms both of team building impact as well as of the range and depth of innovation concepts that the workshop created in a tiny amount of time!!

- Thomas Davin  
Country Representative

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Among many X-IDEA Tools applied in the project, two proved to be especially helpful. The Xploration Tool, ‘Customer Portraits’, was used to create archetypical portraits for 3 new client types, each with specific needs the bank could serve in a meaningful, revenue-generating way. The insights gained from the exercise were then mapped out in an overview matrix, that visualized the benefits of doing business with each of these client segments, at a glance.

Thinkergy’s X-IDEA Action Tool, ‘Storyboarding’, also proved to be especially useful in the concluding project workshop. During the exercise, the full flow of the pitch presentation was mapped out and rearranged, to make for a more powerful story and more impactful business case.

After the finalization of the pitch presentation’s flow, Thinkergy brought one more X-IDEA Tool into play, to challenge Deutsche Bank’s senior management team on their preparedness and delivery. Using the Evaluation Tool, ‘Thinking Caps’, they were asked many apparently provocative, foolish and even nasty questions, in anticipation of what the Chief Country Officer could possibly have to face in a post-pitch Q&A.

STRATEGY INNOVATION CASE

# PITCHING STRATEGIC BUSINESS EXPANSION

The senior management team of Deutsche Bank approached Thinkergy, to help produce an impactful presentation for the strategic business expansion of its Thai franchise. The bank’s proposed expansion was aimed at reaching out to new, lucrative client segments, that the bank had served in the past, but which they’d withdrawn from during Asia’s economic crisis in 1997. To secure approval for the expansion plan, the Chief Country Officer of Deutsche Bank in Thailand, would have to pitch it to Deutsche Bank’s board members in Germany.

Before embarking on the actual pitch presentation design, Thinkergy guided Deutsche Bank Thailand’s team to first step back and scrutinize their plan, by going through the whole X-IDEA Method. This would then equip the Chief Country Officer with enough ammunition to be able to defend the plan against any criticism during the pitch.

“As we wanted to expand in Thailand, it was necessary to come up with a crisp and compelling case. To avoid getting blinded by our own story, we needed a sparring partner that could challenge us, as a coach, trainer and ‘devil’s advocate’. Dr. Reis and Thinkergy perfectly accomplished this using the X-IDEA method, working us through our thoughts to get to a well articulated expansion plan. It helped that Dr. Reis has extensive experience in the banking industry and the Asian region. The X-IDEA method is a great tool to screen business ideas for viability, in detail, to avoid mistakes that might otherwise cost lots of money.

- Manfred Schmoelz  
Chief Country Officer



Deutsche Bank

CLIENT

Deutsche Bank

INDUSTRY

Banking

LOCATION

Bangkok, Thailand



edge  
asia

## CLIENT

Edge Asia

## INDUSTRY

Digital Marketing

## LOCATION

Bangkok, Thailand

### CAMPAIGN DESIGN CASE

## CREATIVE PROCESS TRAINING

Edge Asia Group is a fast-growing digital marketing agency in Southeast-Asia with offices in Vietnam, Thailand, Malaysia and Singapore. Edge's top management approached Thinkergy to train their staff to follow a more structured, systematic framework whilst working on creative pitches and digital marketing campaigns. We suggested a 2-day X-IDEA Innovation Workshop with Edge's core creative, production and client service teams, to instruct them on how they may use our X-IDEA Innovation Method. We agreed to use a simulated case as reference, supposing the Thai Red Cross had asked Edge Asia for a campaign to help increase organ donors in Thailand.

On the first day, the participants split into four teams and thoroughly Xplored the case to gain novel insights and better definition of the challenge. On day two, the teams went through an Ideation session to generate raw ideas; which they then developed into realistic Idea Concepts, before each team finally pitched their four top ones to a judging panel.

Among others, one idea suggested to combine the 'donor pass' with a credit card, offering special benefits for organ donors (such as, reduced hospital fees, or extra miles with a partner airline). This concept was derived from a simple but key insight, highlighted in the Xploration stage: organ donors must carry around a card that does not offer any direct benefit unless they die.



The selected concepts of the four teams were ultimately considered to be so good that Edge's senior management decided to pitch them to Thai Red Cross, for real.



“

Edge is a creative agency. We live or die on the strength of creativity and innovation. Especially in the Digital Age. We have some very talented people in our company, great clients and brands and truly dynamic region to work within [all of Southeast Asia]. But as we grew from a handful of people to over 400 we discerned a notable absence of process and consistency in how we came up with ground breaking creativity and innovation. Each office, each team and even each individual had different ways to approach innovation challenges. We thought that if we could find a consistent framework and language with which to approach creative challenges we would be able to produce even bigger ideas with a more efficient use of resources. After valuable consultations with Dr. D we were convinced that the Thinkergy X-IDEA Innovation Method might work for us. We brought our creative, client service and productions leaders from around the region for a 2 day seminar with Thinkergy. We couldn't be more pleased with the program and the lasting results. The high energy format captivated our staff and imparted real memorable learning. Most importantly, the lessons learned were immediately implemented and embedded in our culture and ways of working. X-IDEA has changed the way we work, improved our efficiencies and greatly improved our product. We are a better business since working with Thinkergy.

– Patrick Loomam

CEO, Edge Asia Group

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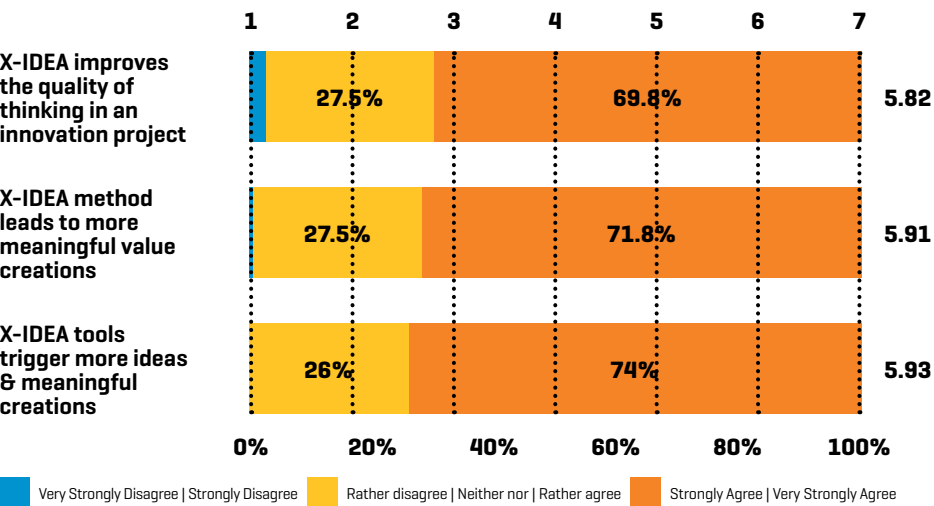


# HOW DO WE KNOW THAT X-IDEA REALLY DELIVERS?

In almost one-and-a-half decades, X-IDEA produced wow ideas in more that 150 innovation projects. The testimonies that we shared with you in the success stories featured before tell a tale of happy clients.

X-IDEA also won an international innovation award sponsored by Nokia, who’s Global Head of Ideation & Innovation Management highlighted X-IDEA’s high practical relevance for innovation practitioners.

Finally, research studies confirm that X-IDEA delivers not only in the short run, but also has long-term stickiness for business professionals who were trained in the method and then applied it in projects . Here is what these users said about X-IDEA.



“I remember all the stages of X-IDEA and their significance along with tools used in each stage like jotting down as many ideas as possible on Post-its, merging them to combine ideas, etc.”

“I do not judge my idea and write everything down as it comes to my mind. In the end, the idea that seems rubbish at first sight becomes the best idea of all.”

“I was surprised at how I can enlarge the number of ideas with tools and how efficient it is.”

“X-IDEA is like Design Thinking on steroids!”

—Former Apple employee (under Steve Jobs) and Certified X-IDEA Trainer

“One special moment was the feeling of having an amazing run of countless ideas flowing during the Ideation workshop. Another very memorable moment was during the last session when we pitched our final idea and thought it would not have been even remotely possible to come up with such an idea with a conventional thinking process.”

# WHO'S X-IDEA FOR?

AND HOW CAN YOU GET IT?

LEARN

You are a:

In what forms can you get X-IDEA?

|                                                                                                                                                                                                                                      |                                                                         |                          |                                                                           |                             |                    |                           |                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------|-----------------------------|--------------------|---------------------------|---------------------|
| <b>HUMAN CAPITAL MANAGER</b><br><b>GENERAL MANAGER</b><br><b>BUSINESS UNIT MANAGER</b><br><br>... who's looking for a high quality training that allows your talents to learn how to successfully use a structured innovation method | <b>X-IDEA INNOVATION TRAINING</b>                                       |                          |                                                                           |                             |                    |                           |                     |
|                                                                                                                                                                                                                                      | Keynote & Mini-WS<br>[2-4 hrs]                                          | X-IDEA Sprint<br>[1 day] | X-IDEA Workshop<br>[2 days]                                               | X-IDEA Playshop<br>[3 days] |                    |                           |                     |
| <b>INNOVATION PROJECT MANAGER</b><br><b>BUSINESS UNIT MANAGER</b><br><b>MARKETING MANAGER</b><br><br>... who now wants to produce tangible innovations for one or more concrete innovation project cases                             | <b>X-IDEA INNOVATION PROJECT</b>                                        |                          |                                                                           |                             |                    |                           |                     |
|                                                                                                                                                                                                                                      | Structure Innovation                                                    | Service Innovation       | Customer Experience Design                                                | Promotion Design            | Network Innovation | Business Model Innovation | Social Innovation   |
|                                                                                                                                                                                                                                      | Process Innovation                                                      | Product Innovation       | Solution Design                                                           | Brand & Image Design        | Packaging Design   | Channel Innovation        | Strategy Innovation |
| <b>CORPORATE INNOVATION MANAGER</b><br><b>CONSULTING COMPANY</b><br><b>INNOVATION TRAINER</b><br><br>... who's interested to regularly use X-IDEA for innovation training or project workshops that you facilitate                   | <b>X-IDEA INNOVATION LICENSING</b>                                      |                          |                                                                           |                             |                    |                           |                     |
|                                                                                                                                                                                                                                      | X-IDEA Innovation Train-the-Trainer & Certification Program<br>[5 days] |                          | X-IDEA Corporate Innovation Training & Certification Program<br>[10 days] |                             |                    |                           |                     |

INNOVATE

SPREAD





## ✕ IDEA® INNOVATION PLAYSHOP

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### WHAT IS IT ALL ABOUT?

A 3-day playshop where managers and employees learn how to produce tangible innovation results by systematically going through a simulated yet realistic innovation project. Thereby, the participants achieve these deeper learnings by playing an experiential innovation game based on the X-IDEA Innovation Method.

**Experience the structured logic and playful magic of X-IDEA in our signature innovation training!**

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### WHO IS IT FOR?

- Managers and employees who quickly want or need to improve their creative and analytical thinking skills and learn how to do better thinking by following systematic thinking method
  - Up-to 24 delegates
- .....

### WHAT DO YOU GET?

- Deep understanding of the concepts of creativity and innovation
- Appreciation for creative attitudes, skills and behaviors to integrate creativity and innovation into daily business activities of individuals and teams
- A deep-dive into the X-IDEA Innovation Method
- Exposure to 50+ creativity techniques and thinking tools that can be applied in innovation projects, problem-solving scenarios, or in day-today business.
- Profound insights on how an innovation project works in real life, and how meaningful innovation deliverables can be produced by following a structured, systematic thinking method
- High energy and fun through the intensive competitive game format that carries the sparks of creativity and innovation into the organization





## WHAT IS IT ALL ABOUT?

A 2-day workshop where managers and employees learn how to use a systematic thinking process and related thinking tools in an innovation project or general problem-solving scenario to produce better results.

**Powerful contents served with a full dose of fun and energetic action!**

## WHO IS IT FOR?

- Managers and employees who want or need to deepen their creativity and problem-solving skills, and/or who work on specific innovation projects
- Up-to 24 delegates

## WHAT DO YOU GET?

- A thorough understanding of the concepts of creativity and innovation, and how their importance for business success in the innovation economy
- An detailed introduction to the X-IDEA Innovation Method with its five process stages
- Exposure to 40+ practical X-IDEA thinking tools that are useful in innovation projects or in problem-solving or day-to-day business cases.
- Enthusiasm and passion for creativity and systematic thinking through lot's of application exercises and fun activities



## WHAT IS IT ALL ABOUT?

A 1-day workshop to introduce the basics of the X-IDEA Innovation Method to business leaders, managers and employees.

**It's like a good sprint — short, fast-paced and intense!**

## WHO IS IT FOR?

- Managers and employees who quickly want or need to improve their creative and analytical thinking skills and learn how to do better thinking by following systematic thinking method
- Up-to 24 delegates

## WHAT DO YOU GET?

- A basic understanding of the concepts of creativity and innovation, and how they contribute to business success
- An introduction to the X-IDEA Innovation Method with its five process stages
- An introduction to a series of related basic creativity techniques and simple yet useful thinking tools that can also be applied in problem-solving situations and stand-alone in day-to-day business.
- Enthusiasm for creativity and appreciation for systematic thinking thanks to focused application exercises and a few fun activities





WHAT IS IT ALL ABOUT?

A half-day workshop to introduce the basics of the X-IDEA Innovation Method to delegates of a corporate training, an offsite, or a conference.

It’s like a yummy appetizer — leaving you with a craving for more.

WHO IS IT FOR?

- Managers and employees who want to gain a better understanding of the value of using a structured innovation process method, and learn to apply selected thinking tools and creativity techniques
- 30-50 delegates

WHAT DO YOU GET?

- An overview of popular process methods for innovation, and an appreciation of their value and usefulness
- An introduction to the award-winning X-IDEA Innovation Method with its five process stages [Xploration, Ideation, Development, Evaluation, and Action]
- A demonstration on how X-IDEA can help innovation teams to produce better ideas and innovation outputs in an innovation project.
- A chance to apply selected X-IDEA tools in the two creative process stages [Ideation & Development] in order to produce a lot of raw ideas and meaningful idea concepts for a given innovation challenge



KEYNOTE TOPIC

How to innovate better as a team?

WHAT IS IT ALL ABOUT?

1-2 hours Keynotes typically delivered to larger groups of people. The keynote “How to innovate better as a team?” uses a fast and furious introduction game to a case for using a systematic process method and thinking tools to produce better results in innovation projects. At the end of the keynote, we also introduce the X-IDEA innovation method as one potent creative process method for team innovation.





Whatever your innovation challenge you want to tackle in an X-IDEA Innovation Project: We are ready to rise to the challenge together with you [and chances are that we have already worked on a similar case before in one of the 50+ innovation projects over the years].

#### THE SPECTRUM OF MODERN INNOVATION TYPES...



... THAT CAN DEAL WITH A MODERN INNOVATION PROJECT

## X-IDEA® INNOVATION PROJECT

### WHAT IS IT ALL ABOUT?

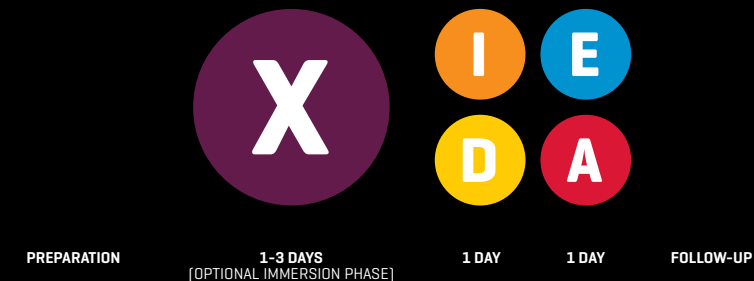
In an X-IDEA Innovation Project, we work with 2-3 innovation project teams [and if you like, even more] on your innovation project case to reliably produce Wow ideas. Typically, a project consists of 3-5 intensive workshop days [and if you like, we may split it into two parts separated by an immersion phase to source additional research and evidence.

Thinkergy's X-IDEA Innovation Guides walk the teams stage-by-stage and step-by-step through the X-IDEA Innovation Method. Thereby, we apply 2-3 dozens of handpicked X-IDEA Tools that fit the nature of the innovation case and help the teams to produce insights, ideas, and meaningful top idea concepts.

### WHAT DO YOU GET?

You will get an individualized X-IDEA Innovation Project Design uniquely tailored to your project case and challenge along with facilitation from an X-IDEA Innovation Project Team.

### PROJECT STRUCTURE EXAMPLE





# IDEA® INNOVATION LICENSING

## WHAT IS IT ALL ABOUT?

With our X-IDEA Innovation Licensing & Certification Programs, we empower you to plan, market, organize, and facilitate X-IDEA training courses or X-IDEA innovation projects successfully.

We share our deep-level innovation expertise with you and give you access to our front-end facilitation materials (such as presentation slides, X-IDEA tool cards, stimulus cards, worksheets) and backend support documents (like manuals, handouts & certificates, project planning & organization worksheets, among others).

**X-IDEA Licensing: We share all we know with you so that you can help us spread our know-how of wow.**

## WHO IS IT FOR?

We distinguish X-IDEA Licensing into two major program tracks targeting different user profiles:

1. The X-IDEA Train-the-Innovation Trainer & Certification Program develops professional trainers and coaches with a passion for creativity and innovation into X-IDEA Innovation Trainers who are certified to deliver our experiential X-IDEA innovation training courses.
2. In contrast, the X-IDEA Innovation Guide & Certification Program develops seasoned innovation professionals into certified X-IDEA Innovation Guides whom we qualify to independently plan, organize, manage, and facilitate an X-IDEA Innovation Project.
  - Typically, these innovation professionals possess sufficient innovation project experience from working in a Corporate Innovation Center for several years.
  - Besides, we also open this track for certified X-IDEA Innovation Trainers who've run a certain number of X-IDEA innovation training courses successfully, which equips them with sufficient experience to plan and facilitate such more demanding innovation projects.

| X-IDEA Licensing Tracks                                         | Scope of License                                    | Training & Certification                                   | X-IDEA Support Documentation                             |
|-----------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------|----------------------------------------------------------|
| The X-IDEA Train-the-Innovation Trainer & Certification Program | X-IDEA Method & Trainer-Toolbox [50 Tools], 2 years | X-IDEA Train-the-Trainer Workshop & Certification [5 days] | X-IDEA Innovation Trainer Pack [Training Manuals & more] |
| The X-IDEA Train-the-Innovation Guide & Certification Program   | X-IDEA Method & Guide-Toolbox [100 Tools], 5 years  | X-IDEA Train-the-Guide Workshop & Certification [10 days]  | X-IDEA Innovation Project Planning & Management Pack     |



## WHAT DO YOU GET?

Both certification paths come with three value components: The X-IDEA Innovation Method Licensing & Certification Program incorporates three major value components (license for the X-IDEA Innovation Method & Toolbox, certification training, and support documentation). We outline the specific value components for each track below.



## CONTACT US

+66 8 96693146

[info@thinkergy.com](mailto:info@thinkergy.com)

[www.thinkergy.com](http://www.thinkergy.com)

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