

YVONNE ADELE



Have you ever caught yourself asking... what's the next BIG idea?

The Industrial Revolution and Information Age levelled the playing field in business. In the 21st century, even the smallest company can now access the world's best systems, efficiencies and high tech tools. It's getting harder and harder to create a genuine competitive edge.

Welcome to the Age of BIG Ideas, where success now relies on finding a constant supply of fresh ideas, followed up with swift activation.

Yvonne Adele is one of Australia's most recognised thought leaders and advocate of the need for BIG ideas. As the founder of Ideas Culture, Yvonne teaches the skills that enable anyone (even the self proclaimed left-brainers) to unlock their right brain potential. Her sessions challenge people's perceptions of what it takes to consistently generate, select and implement sophisticated ideas. In addition to providing a pathway to then convert these ideas into practical strategies that can convert business challenges into new opportunities.

Yvonne believes that you don't just need *better* ideas than your competition. You need *more* of them, from everyone, at every level. Not just product ideas either. Or service ideas. Ideas that permeate the entire business from top to bottom, front to back. Plus you need to instil the confidence and skills to start quickly activating them in order to stay ahead of the pack.

Yvonne's sessions demonstrate that the next BIG idea will only be uncovered by those businesses and individuals willing to adopt and regularly apply fresh thinking practices. Through her highly engaging and interactive keynote presentations and Ideas Summit workshops, Yvonne inspires participants to start becoming ideas activists within their roles, providing them with a suite of practical tools and processes to immediately start generating, evaluating and implementing new ideas with amazing results.

Tailored versions of Yvonne's session include: What's the BIG Idea for Sales, What's the BIG Idea for Retail, What's the BIG Idea for Leadership and What the BIG Idea for My Business?

'Our group will never look at a problem in quite the same way. The feedback showed that they are now able to easily come up with creative solutions, just by following the easy steps you walked them through.' **Ernst & Young**

'This stuff really works! We applied it to an area where we felt stuck and completely lost for a solution, and within minutes of doing the exercises we had no less than five great ideas from a seemingly totally different perspective.' **National Australia Bank**

TOPICS AVAILABLE

What's The BIG Idea?

How do you uncover your edge in the Ideas Age? Great ideas are hiding everywhere in your business. Your people have an enormous capacity for fresh ideas; they just don't know it yet. In this presentation Yvonne inspires your teams to believe they have the power to find BIG ideas for your business every day, providing them with the practical tools to:

- Generate a huge volume of fresh ideas anywhere, any time, for any business challenge.
- Creatively solve individual and team challenges.
- Evaluate ideas for the greatest potential return.
- Activate ideas for speedy implementation.

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Building An Ideas Culture

What do you want your business to be famous for? To attract the best talent, the best business partners and the most profitable customers you need an endless supply of fresh thinking.

People want to work in a stimulating environment, where new ideas are rewarded and recognised. Business partners and investors want to align themselves with companies that are dynamic and creative. Customers are always looking for innovations that will make dealing with you easier and more engaging. In this session you will learn the tools to build an effective and sustainable Ideas Culture in your business. These include:

- Systems and procedures
- Values and behaviours
- Roles and responsibilities
- Reward and recognition
- Goal setting and accountability.

The Ideas Summit

Every conference or gathering aims to stimulate, educate and inspire new ways of thinking. We tend to be more open to new perspectives and ideas outside the parameters of an office environment. So why not harness this energy by holding an "Ideas Summit" to close your event?

In this fun and practical think tank, Yvonne will facilitate a powerful idea-sparking process, using the participant's actual business challenges to help them generate mountains of ideas. What follows is a practical system for evaluating the best ideas, then creating a one-page implementation process to ensure the ideas are swiftly brought to life back at the office.

This is a great way to ensure that all the inspiration you have worked hard to create at your event is captured, also that the best ideas are discovered and acted upon.

Right Brain Thinking in a Left Brain World

Many organizations are divided into two groups: the “creatives” and the “suits.” The assumption that only the “creatives” can think creatively can waste huge sources of hidden talent and innovation across the whole organization. Right Brain Thinking in a Left Brain World is a session that proves, even to the most hardened left brainer, that creativity is a process and not just luck in the gene pool!

Everyone has the ability to generate Ideas, in fact, those that learn and apply the right processes often arrive at more genuinely brilliant BIG ideas than those that simply wait for their natural brilliance to occur. In this session Yvonne will equip participants with the ability to generate an endless amount of great ideas – then provide the tools to start putting the right ones into action.