

## **YVONNE ADELE INTRODUCTION**

### **Intro to What's the BIG Idea?**

These days, it's more difficult to compete and grow in business. Without a constant stream of fresh ideas (and a plan for swift activation), businesses will not survive.

This speaker knows that big ideas are hiding *everywhere* in your organisation. She believes that every single person has an enormous capacity for fresh thinking – some of them just don't know it yet!

As the founder of Ideas Culture, Yvonne invented the 'Ideas While You Sleep' overnight global brainstorming service. She is one of Australia's recognized thought leaders in fresh thinking for business.

Yvonne is on a mission to unlock the creative thinker in everybody and get big ideas up and running. Today she will show that *anyone* can come up with a mountain of fresh ideas for *any* challenge in business, *anywhere*, *any* time by applying a variety of simple tools, and get the best ideas up and running quickly!

Please join me in welcoming Yvonne Adele.

### **Intro for Building an Ideas Culture**

To attract the best talent, the best business partners and the most profitable customers you need an endless supply of fresh thinking.

This speaker believes that people want to work in a stimulating environment, where new ideas are rewarded and recognised. Business partners and investors want to align themselves with organisations that are dynamic and creative, and customers are always looking for innovations that will make life easier.

As the founder of Ideas Culture, Yvonne invented the 'Ideas While You Sleep' overnight global brainstorming service. She is one of Australia's recognized thought leaders in fresh thinking for business.

Yvonne is on a mission to create a sustainable Ideas Culture in organisations that unlocks the creative thinker in *everybody*, gets fresh ideas up and running quickly and puts you ahead of the pack!

Please join me in welcoming Yvonne Adele.