

Spark Session



A Creative Program to Uncover Growth Opportunities and a Path Forward

Need good ideas?

Curious what new or better looks like? Have a stubborn issue that needs fresh thinking?

A Spark Session produces ideas and a path forward

Here's How it Works:

1. Discovery meeting to pinpoint goals and gather information
2. Select your innovation team & distribute fact-finding survey
3. Enjoy a customized interactive workshop
4. Receive a report describing your top 3 opportunities
5. Debrief meeting to review implementation steps



Answer Critical Business Questions:

- Is your service or program vulnerable to disruption or ripe for growth?
- What audience should you pay more attention to?
- How might you offer your audience a new or better type of solution?
- How could you work differently to solve challenging issues ?

Engage your team! Get focused & inspired! Learn how innovation really works.

Benefits & Outcomes:

1. Practical, yet unexpected ideas for solving an important problem
2. Team building, engagement & empowerment
3. Discovery of quick wins and strategic options
4. A plan for how to validate, develop and launch best options
5. Momentum and options in under 6 weeks



Creative Problem Solving Warmup

Preparing for a creative idea program

1 What critical business issue do you need to approach with fresh ideas?

2 Do you have a pipeline of new opportunities that will lead to business growth? What's holding you back from developing and testing this?

3 What new audience will you serve with a unique solution that creates value?

4 Do you need new ideas to update a service to better meet changing customer needs? What's the most common frustration among clients?

5 Who from your team do you want to bring together to collaborate and build consensus for a path forward?

6 Where will you be in the next 2 months if you don't start now?



Reach out to discuss your goals.
Get a customized plan to meet your unique needs.

Schedule a free consult at www.alignltd.com/connect
or email Jen Reiner at Jreiner@alignltd.com.



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Creative Idea Program

Create value and solve problems by thinking differently

Session Sample Agenda - 3.5 hours

Part 1 - Setting the Stage - 9:00-9:20

- Goals & Stoking
- Target Audience & the Problems Worth Solving

Part 2 - Building Empathy - 9:20 - 9:40

- Walking in their Shoes
- Customer Persona

Part 3 - Idea Prompts - 9:40 - 11:15

- Creative Inspirations (Samples)
 - a. First Impressions
 - b. In-A-Box
 - c. Feelings First
 - d. Shortcuts & Hacks
 - e. Incentives & Loyalty
 - f. Do it Digitally
 - g. Flip the Script / Role Reversal

Break - 15 minutes

Part 4 - Prioritization and Concepting - 11:30 - 12:30

- Voting on Initial Ideas - 5 mins
- Ideation Double Down - 40 mins
- Prioritization - 10 mins
- Recap & Next steps - 5 mins



Pre-Session Resources:

- Discovery Meeting
- Team Survey
- Target Audience Profile & Agenda
- How Innovation Works Infographic
- Mindsets for Innovation Assessment
- Hacking Your Problem Worksheet

Attendees:

- diverse internal team of 10-15
- objective outsiders
- innovation facilitator



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