Conceptual Thinking, the language of ideas

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Complex problems and open ended projects demand that traditional empirical knowledge, technical skills and job experience be matched with competencies in 'creative' thinking and analysis. Traditionally this has been perceived as a talent; it is in fact a skill, just like writing and algebra.

Stuctured, creative idea generation and idea development

Register: www.holland-innovative.nl

Integration with the product creation process

The conceptual thinking training is a pragmatic training based on the principle of creative analysis, idea generation and development. The aim is to get a grip on complex projects steering right at the start and structure what is traditionally called the 'fuzzy front end.' Everybody brings his own projects and will directly execute the learnings in his project. Supported in live training session as well as on-line learning ....
The training perfectly fits in the structure of a typical development process with clear stages and milestones by using the language of ideas.

The aim and the result of the training

Learn to combine creative thinking, critical thinking and complex problem solving with your specialized knowledge and job / life experience. Uncover your signature thinking style and how to apply it to your daily work. You will learn about idea generation, idea development, critical thinking, creative analysis and design research, creating concepts and scenario based thinking.

A selection of the skills that are learned

Questioning each question; how to activate inspiration. Explore and mine for information and learn how to validate insights make your ideas resilient.

Target group

The target group is everyone interested in applying creative thinking as an individual thinking skill. By side stepping the typical methodologies and focussing on the foundational element, the idea. Ideas play a role in the development of products and services but also in strategy, or HR or legal. The common denominator is complexity and autonomy of you as a professional. The course is aimed at the individual and developing his or her creative thinking whilst benefitting from the shared group learning experience in doing so. That is why the course is also suited for system engineers, lead engineers, developers, architects. The conceptual thinking training is the core right brain equivalent of left brain fundamentals such as maths.

Course duration 4 days total: 1 day + 2x 0.5 days classroom, 12hrs online on our platform, 0.5 day self study.

Maximum group size 8-20 participants.

Trainer Marijn van der Poll

Location and investment Location High Tech Campus and Strijp-S. Course includes workshop materials and book, use of the private online platform (web based) and certificate. The investment is € 2.990,- (ex. VAT) per participant. Live and remote (fully remote possible). The course consists of live sessions combined with individual work.

Dates, registration and more information See www.holland-innovative.nl under Academy.

Contact Team HI Academy, tel. +31 40 85 14 610, academy@holland-innovative.nl

Focus on complex business processes

> *"Based on 25 years of experience, I have found that every person has a unique style when it comes to abstract thinking. I want to teach professionals to master and use the language of ideas."*

Marijn van der Poll
Industrial designer, lecturer, strategic advisor and trainer at Holland Innovative

Trainer

Marijn van der Poll founded his multidisciplinary design studio in 2000. His work is part of the collections of amongst others the Victoria & Albert Museum in London and the San Francisco MOMA. He advises governmental organizations like the Dutch Ministry of Infrastructure on social design and innovation.

He is a former ambassador of the internationally renowned Dutch Design Week and a permanent faculty member at the Design Academy Eindhoven. He holds a BA in Industrial Design from the Design Academy and a MSc from the University of Nebraska.

Training objectives

- Learn the language of ideas
- Develop your own signature abstract/ creative thinking style
- Learn to activate inspiration at will
- How to build ideas and develop them into powerful concepts
- Create transferrable ideas that serve as blueprints for further development
- How to analyse and process complex problems and challenges
- Add value through ideas

A complete overview and application in practice in 4 blocks:

Block 1 – One day group session

- Introduction, the idea as a basic element
- 3 phases of idea creation
- Use of the online platform
- Phase 1: the Objective
- Group exercise and reflection
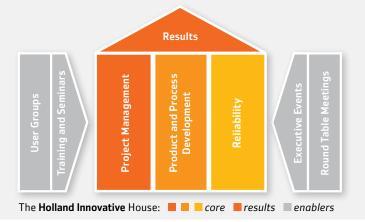
Block 2 – Work individually on the platform

- Recap the Objective
- Multiple parallel goals in a session
- The Bigger Picture: from clear objective to exploration of ideas
- Individual exercise on the platform
- individual feedback
- Blue bits and Holiday Mode: activating and sending inspiration
- Individual exercise on the platform
- Group feedback
- Formulate and share goals for your own project
- Desirability Feasibility / Feasibility: the SWOT of each idea
- Individual exercise on the platform
- Individual feedback
- Concepts - mature ideas
- Individual exercise on the platform
- Group feedback

Block 3 – Group session & work on own project

- Review session language of ideas
- Discuss your own project
- Bonus material
- Work individually on your own project

Block 4 – Group session & work on own project

- Work individually on your own project
- Final presentation of all concepts with the group

Results

User Groups | Training and Seminars | Project Management | Product and Process Development | Reliability | Executive Events | Round Table Meetings

The **Holland Innovative** House: ■ ■ ■ *core* ■ *results* ■ *enablers*

Holland Innovative BV:

- For solutions in project management, product & process development and improvement, and reliability
- 40 professionals with an experience level of more than 20 years
- Market areas: HighTech, Automotive, Solar & Energy, MedTech, Agro & Food

Focus on complex business processes