

1 DAY MASTERCLASS 'CROSSING BORDERS BOOST'

222 GREAT BUSINESS IDEAS FOR A SPECIFIC CHALLENGE

This offer consists of 3 pillars:

- + Keynote presentation 'Crossing Borders' (1 hour)
- + 21 ways set - with 100 pages of inspiration on your specific challenge
- + Creative session to translate the inspiration into specific business ideas (7 hours)

You can find more inspiration about the keynote at the other product pages.
The keynote is open for a large group of participants (up to 500).

The creative session is limited to 24 participants who will spend the rest of the day exploring new ideas to solve a specific challenge. We will go through a specific Creative process specially developed to Cross Borders. We will reformulate the challenge, generate at least 222 ideas, select, cluster and finetune the top ideas and end the session with at least 4 specific mini-business plans.

The main inspiration is coming from a 21 ways set - created in 4 days by web explorer Marc Heleven.

Possible challenges to tackle:

- + 21 ways for better balancing the risk/costs equation in operations & maintenance (GDF SUEZ)
- + 21 ways to place the patient at the core of our business (Celgene)
- + 21 ways for inspiration for the design of a new Airport pier / terminal (Schiphol Airport)
- + 21 ways for... growth, cost reduction, client retention, process improvement, leading teams, ...

Outcomes:

- + Keynote presentation 'Crossing Borders' (open for a group up to 500 people)
- + Brainstorming session with more than 222 ideas to improve your business (max 24 participants)
- + Web-exploration of 4 days by Marc Heleven + 12 printed booklets '21 ways ...' with 100 pages of inspiration from different industries
- + Discover the Crossing Borders process & skills to learn from different industries and translate those into specific ideas for your business

The 21 ways set is the result of a 4-day web exploration by expert Marc Heleven. 21 ways is a set of checklists and inspiration sources for product & service ideas, product development, service innovations, government innovations, business model generation and defining strategic directions. Combining the input with an interactive engaging session clearly helps to come up with new connections, great ideas and enriched concepts. Based on successful innovations, web explorer Marc Heleven extracts important trends, principles or evolutions.