

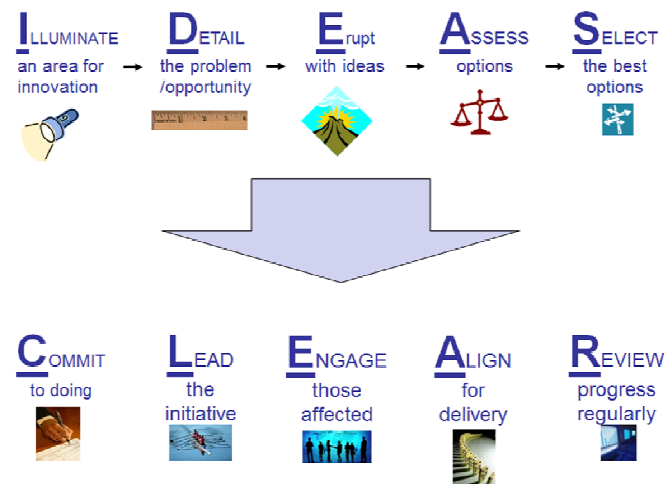
## 31019 CLEAR IDEAS

### The Technology

'CLEAR IDEAS' is a complete approach to the effective management of change in any type of organization, for example developing novel products, introducing new services and achieving cost savings. Unlike the majority of creativity training initiatives that serve only to generate ideas, CLEAR IDEAS also includes the practical implementation of those ideas in the workplace.

This innovative training model for organizations has been developed during the past six years at the University of Sheffield by Dr Kamal Birdi, a Chartered Occupational Psychologist with 20 years experience of working with organizations. As would be expected, CLEAR IDEAS has a rigorous basis arising from both a comprehensive review of the global research literature and empirical studies in the Institute of Work Psychology. The IDEAS section

(Illuminate, Detail, Erupt, Assess, Select) teaches participants a creative problem-solving approach to define opportunities for innovation, then generate new ideas and select the best ones. The subsequent CLEAR section (Commit, Lead, Engage, Align, Review) gives participants a structured approach addressing all the aspects needed to bring those ideas to a successful fruition.



### Intellectual Property

The training course is structured around a workbook and presentation materials protected by copyright (University of Sheffield).

### The Opportunity

Partners are sought either to use the training module as the basis of a franchise operation, or to adapt it for their own use as a dedicated consultancy or in-house training package. So far CLEAR IDEAS has been used in a flexible format, ranging from a one hour general introduction to a two-day workshop tailored to the needs of an individual organization. It has been used by large and small organizations in both the private and public sector with overwhelmingly positive feedback.

**For commercial enquiries on this technology, please contact Andrew Tingey, quoting reference 31019.**

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