



CREAFFECTIVE 
**SOLVE CHALLENGES
AND DEVELOP
INNOVATIONS**

Services for individual
departments, teams and
project managers

We support your organization in developing its own innovative and agile DNA

Consulting on agile organization

Support change through

- consulting on self-organization (decentralized structures and decision making)
- Insight travel: site visits to self-organized companies

Develop solutions through

- diagnostic workshop focusing on self-organization

Build competencies through

- trainings in „principles of agile organizations“, meeting formats and leadership in an agile world
- publications

Consulting on innovation

Support change through

- consulting on innovation culture and innovation management
- innovation culture audit

Build solutions through

- facilitated innovation workshops
- workshops to derive specific search fields
- project coaching
- hackathons and sprints

Build competencies through

- Method trainings in „systematic creativity“, „Design Thinking“ and „innovation management“
- Teambuilding for innovation teams
- In depth training program as innovation facilitator and innovation manager
- publications



Innovation workshops

Getting to innovation requires more team work than ever. Various kinds of competencies and expertise are required to solve complex challenges. In facilitated innovation workshops we support expert teams using methods of systematic creativity and innovation. Hence the team will be able to find innovative solutions for your specific challenge within a short time.

As facilitators we do not contribute any content but instead support and guide the groups creative problem solving process. By this systematic approach we will always be able to support you in finding new solutions for complex challenges. As proved in our client reference list, this approach is applicable for companies of all industries. Facilitated innovation workshops are effective tools for various purposes.

- Innovation workshops for developing products or components, services and business models
- Innovation workshops for solving challenges in marketing, sales, logistics, HR and other departments
- Innovation workshops as project kickoff
- Innovation workshops for large groups

Technical development

close to users



In 2014 Sartorius Intec aimed to develop an industrial scale for a so far under-served industry. The particular challenge was: the lack of insights into the target group.

A two-day workshop was conducted involving representatives of the most important sales partners. Beforehand creaffective was assisting in user observations and in deriving directions for innovation. The workshop results were: Six detailed concepts for the new to develop device.

“Our two-day innovation workshop for product development managed by creaffective was definitely a success. creaffective enabled a very diverse team consisting of internal and external participants to create a common understanding of upcoming challenges and to generate new ideas, many of them very creative and high quality. Most impressive for me: At the end of these two days they have led the group to a real and tangible result.”
- André Stoppelenburg Sartorius Intec Vice President Marketing



Creative Problem Solving

in a high-tech industry



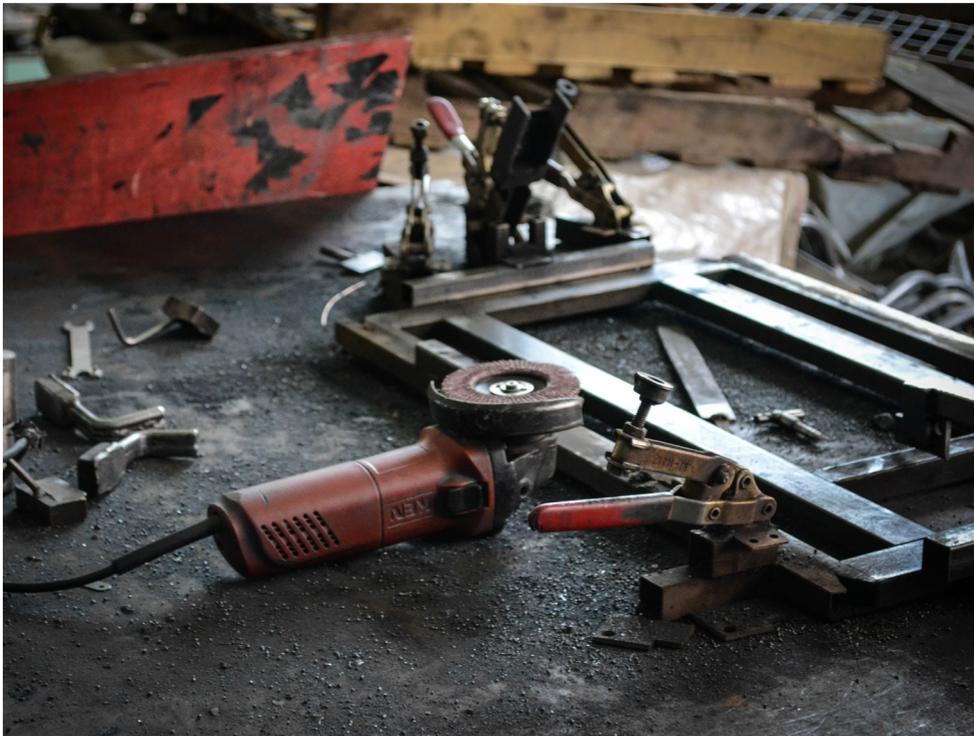
2009 Siemens was facing a challenge of a new legislation that would have made a very successful product range of switchgears no longer allowed. Within a few months a new successor model needed to be developed with all the existing features but based on a fundamentally different technology approach.

In a five-day workshop using systematic creative problem solving with technical experts the team developed designs for concrete switchgear models. The results of this workshop were: 4 specific directions of technical designs for a next-generation product.

creaffective supported the customer in follow-up workshops for the further detailing work until a final solution was found.

SIEMENS

Access to a new market segment



In 2010 the product marketing of Bosch Power Tools in Asia-Pacific was confronted with a big challenge. They had to find a way how to enter into the desired mid price point market segment in countries such as China, without losing the brand's premium perception.

Within a two-day workshop representatives of different responsibilities have designed a detailed business model concept of a sub-brand: the so-called "T-edition" with elaborated design elements as well as a distribution concept and brand presentation for dealers/distributors.

Eight months after the workshop the new sub-brand was implemented with a big impact. Among other things many new distributors started working with Bosch who were not cooperating with Bosch yet. The result was so successful, that CEIBS (China Europe International Business School) created a case study.





Innovation

in Learning and Development

In 2016 Phoenix Contact GmbH & Co., a manufacturer of electronics and its responsible people in the training management department decided to create a new education program. New requirements in terms of content and new technologies required a redesign and review of the company's education program.

Therefore the training center team along with colleagues from other departments decided to have a facilitated workshop focusing on this topic. Out of more than 200 generated ideas the most valuable options were prototyped further into six possible solutions, followed by a comprehensive and concrete action plan.

Two results stood out: The role of internal trainers will be strengthened through strategic partnerships with external service providers. Furthermore the on-the-job trainings will be enhanced: Associates will be provided with an internal e-learning platform and supporting software as well as coaching and guidance to create training videos themselves.

Innovative work

in large project teams



In 2016 Siemens business units set up a project that would lead to wide-ranging changes in the business processes and IT applications. A project team of 100 people had to jointly work with software suppliers and external consultants to elaborate all possibilities, improvements and changes. The crucial questions were: How to create a common understanding of all project members in order to listen to all opinions and put the best suggestions on the table?

Thus we planned and conducted a three-day design thinking workshop in an appropriate location. creaffective took lead in the workshop design and provided facilitators. After a joint kickoff and a tools training for the participants, smaller working groups were formed for several hours. The key topics of the subgroups were related to the subsequent project teams and later focus areas. Within creative sessions creaffective facilitators were steering the group from the stage of ideation up to the phases of joint evaluation and elaboration for first draft concepts. The results were then reviewed and fine-tuned in the large group.

The results of the workshop provide the basic foundation to start individual sub-projects which have been set up in the months to follow.

SIEMENS

Project coaching

In 2016 a project manager of M-Net, a German telecommunication provider, was given the task to analyze the communication processes between two departments and to develop improvement measures from the employee's perspective. A multi-member project team, supported by a creative innovation coach, used a design thinking process to tackle the challenge.

To prepare the individual project steps multi-stakeholder interviews have been used and analyzed between the project manager and the coach. creative additionally supported individual workshops. Throughout the project process the team identified key challenges out of a large number of interviews and observations. Building upon these challenges, ideas were generated and eventually a user-centered prototype was presented to the topic owners.



Methods

for the entire team

The music industry along with their players is rapidly and radically changing due to digitalization. Hence, Sony Music is investing in developing creative team competencies at various locations.

The branch Sony Music Zurich in Switzerland decided to train all 23 employees in creative problem solving approaches in two simultaneous training sessions. Apart from taking away applicable tools and approaches, a common language of creative problem solving and collaboration was created in the team. Whenever there is a need to solve problems creatively or discuss new ideas, people can leverage the approach from the trainings. Moreover, tools based on the training are also valuable for joint meetings and workshops to find innovative solutions in an effective way.



Team building

with creative outlook

Working creatively in a team is as important as challenging. Often various ideas and opinions not only drift apart but also there is a clash of expectations and experiences. To be able to think in a creative way within a team, it is helpful to identify and understand each person's individual patterns and preferences.

creaffective regularly conducts trainings for Bosch China, where a haptic-visual tool called „the box“ is put into use. Team members work out their own „box“, which means their own thinking patters, limitations and filters. By using systematic methods they learn to consciously think outside and inside the box. This training assists the team in developing a better mutual understanding and enhancing creative collaboration skills.



BOSCH



OUR PORTFOLIOS

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WE FOSTER AGILITY AND INNOVATION IN ORGANIZATIONS

A general overview of our services

DEVELOP COMPETENCIES FOR AGILE ORGANIZATIONS

Services for HR and Organizational Development

SOLVE CHALLENGES AND CREATE INNOVATION

Services for individual departments, teams and project managers

DESIGN THE ORGANIZATION OF THE FUTURE

Services for strategic decision-makers and top management

DRIVE INNOVATION

Services for Innovation Management roles