

## SYNECTICS

The company was founded in the early 1960s by Bill Gordon and George Prince. When they tried to describe what they did, they realized that no existing word could sum it up. So they created a new word that became our trademark: "Synectics". Synectics is both the name of our firm and the brand name of the services we offer in managing the creative process. The word is made up from the Greek "syn" and "ectics" which together suggest "the bringing together of diversity." This is a fundamental element of our approach to facilitating innovative thinking. It is also the cornerstone characteristic of high performing organizations. In fact a large part of what we do for our client organizations is helping all functions work together in harmony, innovating and implementing together.

### *Pioneers in the process of innovation*

Synectics works as a catalyst with companies and leaders across industries and around the world. We help infuse their cultures with skills, tools and processes to stimulate innovation that results in enduring competitive advantage. Our methods lead to more productive thinking by ensuring that in Innovation processes, all the appropriate people are consulted and participate, to create a high level of commitment.

We help our clients design their own futures. Our role is that of a guide helping fellow travelers to negotiate their way through the unfamiliar but exciting territory of innovative thinking. Journeys through the creative process can lead to many different destinations. To new strategies and new products. To new ways of working and managing. Ultimately, it can lead to the re-invention of entire organizations.

# SYNECTICS CREATIVE TEAMWORK PROGRAMME

This program will enable you to learn how to innovate better by co-inventing products and services, strategies and positioning with your colleagues in a more creative and constructive way.

This highly interactive workshop focuses on:

- Dynamics of innovation and teamwork:  
Via video feedback and skilled coaching find out the behaviors that increase your chances of coming up with truly innovative solutions and those that create barriers to successful outcomes.
- Idea generation:  
Experience the power of “wishing”, metaphors and our “excursion” techniques in order to generate fresh, new ideas when you need them.
- Idea development:  
Discover how to take an appealing, intriguing, still unfeasible idea towards feasibility.
- Procedure for creative problem-solving:  
Practice using Synectics’ time-tested 9-steps process for creative problem-solving. A methodology used by some of the world’s most successful companies.
- Constructive climate  
Discover how to create a climate that is conducive to creativity.
- Potential  
A way to organize teams so that everyone’s potential is released.
- Innovation world versus operational world:  
Discover appropriate mindset
- Back-home applications:  
Walk away with specific plans for applying what you have learned so that you can realize results immediately.

## Synectics<sup>®</sup> Process to Innovative Work *the intersection of climate, thinking, action*



## EMMA LUTEN & ASSOCIATES

### *Innovation and Business Strategy*

Having worked with Synectics for almost 25 years Emma Luten belongs to one of the pioneers in the field of Innovation and Creativity. With her strong passion for different cultures she works with her multinational clients all over the world. Her personal style and actions are catalytic: driving people and organizations to stretch their potential and to increase their problem solving and idea generation skills. Her client group is very diverse; amongst them are Coca Cola, Cargill, Canon, ENI, Glaxo, Mars, Nato, Dutch Police, Dutch Navy, Nestle, Shell, BAT, Unilever, KPMG, Danone and Pernod Ricard.

Most of her assignments deal with innovation and the management of change, coaching managers for better performance, brand- and product development and collaborative innovation (exploration and development of joint project partnerships)

Emma graduated in social psychology with a specialization in group dynamics and mass communication (Vrije Universiteit, Amsterdam) and then worked as a freelance management consultant. In 1985 she joined Synectics Inc. and opened their office in Amsterdam.

In 2009 Emma started her own company Emma Luten & Associates. She works in close cooperation with Synectics Inc.