

# CREAX INNOVATION TRAINING

## Boost your innovation talent

Experience a 2-day training to increase your capability to solve problems, to generate new concepts and to find new markets

### INTRODUCTION

CREAX offers a hands-on training for systematic innovation. Learn how CREAX tackles innovation based on 16 years of experience in supporting R&D processes of various market leaders. For this CREAX utilises a 4 step method for innovation developed with partner AULIVE. This unique approach, called the AULIVE Method, with roots in the Russian TRIZ methodology, provides a systematic framework for technology-oriented innovation and creativity.

During the course, participants learn how to incorporate the 4 steps process in their daily innovation and problem solving activities. Trainees apply the straightforward method to structure creative solution generation and to discover how knowledge can be transferred across industries.



Inspiring way to stimulate innovation in a systematic way.

Gert De Smet, SCA Packaging

### AN ESSENTIAL COURSE FOR WHOM?

Those involved in technical innovation and R&D:

- Innovation managers
- R&D managers
- Engineers
- Product developers
- Marketing managers
- Business development managers

### CONTENT

Systematic 4 steps process for:

- Idea generation for product development
- Solving technical challenges
- Streamlining processes
- Thinking outside of the box
- Identifying new applications and markets
- Developing stronger Intellectual Property



## WHAT

- Two day innovation training
- Limited number of participants
- Open session
- For technology-driven companies

## TRAINING PACKAGE

- CREAX Innovation Training workbook
- Digital course slides on USB key

## PRACTICAL

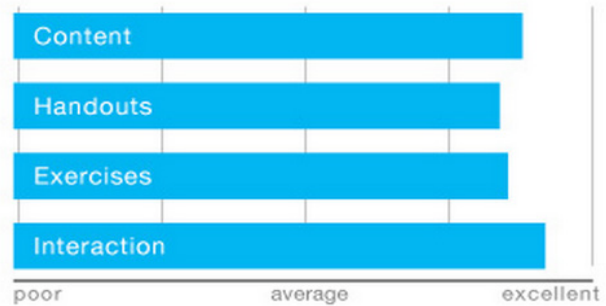
Date: July 12-13, 2017

Time: 8.30 a.m. - 2.30 p.m. (breaks and lunch included)

Venue: Radisson Blu Hotel

## PARTICIPANTS FEEDBACK

To date over 1500 people have participated, coming from all possible sectors from all over the world.

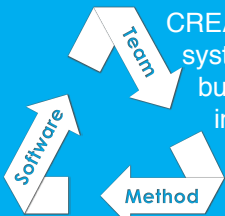


based on feedback from the last 350 participants



مؤسسة الكويت للتقدم العلمي  
Kuwait Foundation for the Advancement of Sciences

## REFERENCES



CREAX is a universally acclaimed partner for systematic innovation. The CREAX chemistry builds on the unique combination of three ingredients: the creative power of our team, the analytical strength of PatentInspiration and the systematic approach of the AULIVE method.

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