

...In business,
innovation
is power...



**Understand and embrace the power of
INNOVATION MANAGEMENT at work**

Understand individuals and manage effective risk-taking

Have you ever wondered why some companies are able to create new markets and others only product line extensions - which one do you want to be? Have you ever thought about how much business is lost through lost ideas? THINK. How do you manage innovation in the workplace? Are new ideas encouraged openly and nurtured, is the management team approachable and open to suggestions? or do ideas slip through the net as individuals shy away through fear of taking a risk?

...with
The Creatrix™

*An internationally proven business tool which will transform
the way you generate and apply ideas in the workplace*

What is the Creatrix™ ?

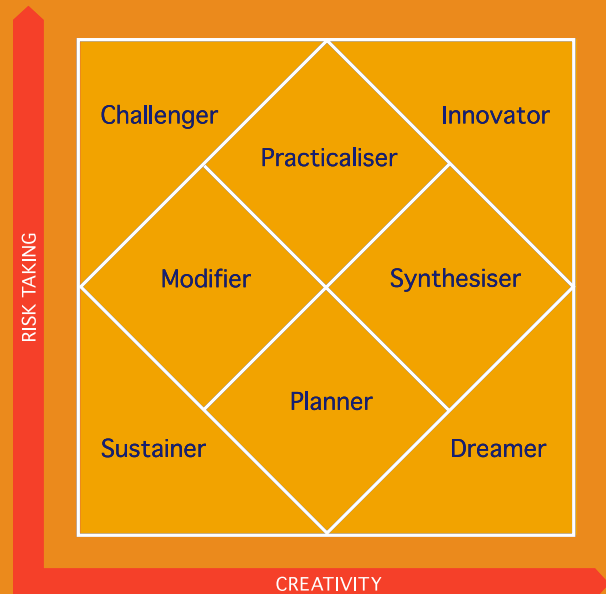


The Creatrix™ is a web-based business tool designed to profile individual behaviour and identify individual talents, enabling management to **create the most successful team combinations possible**. By helping team members to become more comfortable with risk-taking and generating creative ideas on the job, your team and your organisation will be in the right position to take advantage of new ideas, build more effective teams, and implement major changes.

The Creatrix™ enables managers to optimise innovation in all areas

How does it work?

The most successful teams consist of a mix of people with differing strengths and weaknesses. It is well known that no one person can do everything well. Hence teams are created. Through analysis using the formula **INNOVATION = CREATIVITY X RISK-TAKING** the Creatrix™ characterises individuals using 7 key drivers. The results are then processed and applied to the model shown here. Appropriate action can then be taken to optimise performance based on a clear understanding of an individual's typical behaviour and role within a team.



Clients who have already successfully used The Creatrix™

3M, Cargill, Carlson Companies, Datacard, Dupont, Ecolab, General Mills, John Deere, Johnson and Johnson, KDV Accounting, Laing O'Rourke, Thomson Publishing, Roche, Schroeder Company, Guidant, State of Minnesota, State of New York, Unisys, University of Minnesota, Yum Brands (KFC Pizza Hut), Options Clearing Corporation, Select

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