

Would you like to get to know the key factors of successful innovation work? Would you like to get to know the BrainStore Idea Machine? Would you like to learn, why innovation work so often fails? Would you like to access 25+ years of BrainStore experience?

The Innovation Champ's Handbook

The Innovation Champ's Handbook was published by BrainStore's founder Markus Mettler. You can order it online and it will be sent to you as a PDF file. Learn about the key factors of successful innovation work and capitalise on more than 25 years of experience.

What you will discover in the handbook: why traditional innovation approaches so often fail, the importance of a good briefing, how to compose the ideal innovation community (who to integrate - who not to integrate). How to motivate your time for innovation work, how to create awareness for change and a sense of urgency. How to use the BrainStore Idea Machine to create fresh ideas on the push of a button. How to design road maps. How to improve the innovation culture in your organisation.



Usage

You would like to get to know the key factors of successful innovation work and learn about the BrainStore Idea Machine.

In the Innovation Champ's Handbook you will find a comprehensive overview of the key factors of successful innovation work, many interesting examples and numerous tips for your everyday innovation work.

Time Box

The book will be sent you as a PDF within 24 hours of ordering

Community

The Innovation Champ's Handbook is ideal executives, innovations managers and anyone passionate about ideas and innovation.

Pricing

All BrainStore offers are based on BrainStore's avant-garde "Pay-What-You-Wish-Model". After receiving the deliverables you have two days to reflect on the value and to set the price. You can set any price you wish. There is no minimum and no maximum. BrainStore will send you an invoice for the amount indicated, due within 10 days. Third party costs are covered by the customer.

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