

## Stimulating Innovation

Innovation is essential to business survival. Every organisation has to be unique at something, at least for a little while, to stay ahead of the game. Therefore we have created an innovative approach to help our clients innovate.

Using leading edge techniques drawn from psychology, we offer a unique package, which includes:

- Creating a culture which is conducive to innovation
- Identifying those individuals who have the greatest talent for creative thinking and for harnessing innovation.
- Using leading edge techniques to enable people to achieve their innovation potential.



### What Our Clients Say

"Innovation is key to the future success of our business, so it is vital that we harness people's creative skills and expertise. *the Change Team* worked with us as a marketing team to stimulate free thinking and creativity. This enabled us to develop the basis of a national promotional campaign, which helped position the brand at the forefront of consumers' minds".

*Simon Maude-Roxby,  
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