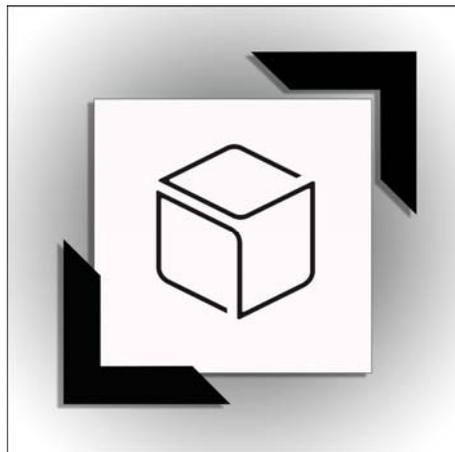




**Imagineering** is the blend of imagination and engineering. It is about implementing creative ideas into a practical form. At IMAGINEERING we simplify the complex through the use of the TRI-MID® and generate usable, tangible, creative solutions to any business problems through CREATIVE TONING®

#### **CREATIVE TONING®**



Traditional idea generation tends to be about free thinking with no constraints. Anything is allowed, nothing is criticised as this is deemed to stop the flow of ideas. Essentially it is taking you down a path of least resistance. Creative Toning® takes a completely different approach and is diametrically opposite in fact. It is about being as constrained or restricted as possible – not physically but mentally. It will take you down the path of most resistance. We need to have a robust structure to get the most power out of our minds, and, ironically this pushes us to be more creative when searching for a solution. The more restrained you are the more creative the solution.

## CREATIVE TONING®

For today's business, marketers need to demonstrate competence both in the traditional, linear, rational strategic process as well as the lateral, emotional, creative side. Both sides need to be connected. Creativity should not be restricted to the traditional new product development or innovation tasks, but be applied across all aspects of the marketers responsibilities. Applying logical and creative thinking to daily tasks and creating connections is what's needed to determine what's possible and deciding what's the right route forward.

While input from the market is imperative for understanding the current dynamics, it represents reality at a specific point in time. Creative practices and frameworks are needed to become a smarter marketer. And creative thinking itself is a process – but a different one. It is one which may be used to channel, diagnose and reconstruct ideas by the use of analytical tools. It is the framework itself that produces the surprising ideas. Restricting the way in which creative cognitions are interrupted encourages creative exploration and discovery – the more restricted you are the more creative you have to be. We need to make existing mental models more explicit in order to create the intellectual space in which creativity can flourish. Its always been said that the any valuable creative idea is always logical in hindsight.

Creative Toning® challenges existing thinking in terms of how businesses currently approach creative thinking and innovation. What makes Creative Toning® so fascinating and so effective is the breadth and depth of its application. As a system it can be used across all areas of a business, it can be used in a group forum as well as on an individual basis, it can be picked up and put down whenever it suits.

Creative Toning® is like having your own personal trainer by your side. It will stretch and tone the right creative muscles in your brain. It will generate ideas which are not only more creative but more effective in terms of their attractiveness within the market place and their appropriateness for your business.

Companies may identify “fresh thinking” and “creativity” as core values but many do not then know what to do about this. Although fresh thinking is deemed to be required, it often sits uncomfortably with a corporate strategy which more often than not seems to minimise risk. In business we continually wait for those “eureka” moments. Traditionally we have worked with the model that says successful ideas require effective management, hard work and lateral thinking – “inspiration and perspiration with **OUTSIDE** the box thinking”

But then how is it that all this hard work rarely sees the light of the day in the market place? And why do we cling on to this approach to creativity?

Creative Toning® challenges the conventional wisdom which currently surrounds both creativity and innovation. Critically, through Creative Toning® we will offer you a powerful and effective system to apply to creativity and innovation from the **INSIDE** whilst at the same time re-stimulating your thinking skills – something of which we believe most innovation has become devoid.

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