

HOMECOMING

15 CONCEPT TRANSFER WORKSHOP

5

14 FINAL PRESENTATION

13 4 MINI NEW BUSINESS CASE WORKSHOPS

● AN INNOVATIVE MINDSET

● AN EFFECTIVE IDEATION PROCESS

● 3-5 MINI NEW BUSINESS CASES

THE BEST COACHES ARE IN THE SANDS WATCH TOWER

● 3-5 IMPROVED TESTED CONCEPTS

11 CONCEPT TESTING

NO SUPPORT CLIFFS

'WE CAN DO IT' MIST

'NOT INVENTED HERE' CLIFFS

'CUSTOMERS DON'T LIKE IT' BAY

4

