

Co-creation

*Aimed at business owners (all sectors)
and design and media development specialists*

An intensive five hour workshop designed to initiate collaborative business propositions and to develop business project plans for immediate implementation.

Facilitated by **John Boulton** – creative entrepreneur and mentor/enterprise trainer, Associate Professor of Design Strategy at **Brunel University** and founding Director of innovation consultancy **Productfirst**.

A unique opportunity for you and your organisation to be one of the first to be involved in 'co-creation' in the South West.

*Co-creation workshops have been highly successful in the USA, Europe and major cities such as London and Lisbon. If you'd like to expand, develop new markets and create a new direction, then this is the workshop for you... **Richard Holt** | Director Core Business Design*

core-business-design.com/co_creation_training.html

Wednesday 28 March | 1.30 - 6.30pm

£50.00/person

Book now to secure your place – numbers limited to 15/session

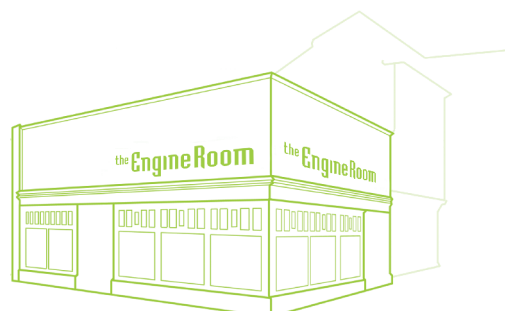
Reduced rates for company bookings available – 15 maximum

core-business-design.com/event_booking.html

Core Business Design Limited

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What is Co-creation?

Co-creation is simply working with other people or organisations to create new ideas, products, services, brands and even ways of doing business (business models). Together with sustainability it is one of the hottest 'innovation topics' around.

One way of starting the Co-creation process is through workshops. These are used by large organisations and equally by groups of individuals or SME's. The aim of the workshop is to get people thinking about new ideas and exploring how pooled knowledge and experience can trigger quite extraordinary new business concepts.

Some of the obvious benefits of co-creation are that:

- a) You may find a co-creator who has a channel/resource/knowledge that can build on your idea and create a strong partnership.
- b) Two heads are often better than one... working with people who are not in your industry can give clarity or a different perspective to your ideas... as well as sparking off new and often radical new thoughts within the team.
- c) Thinking up an idea generates a great buzz of excitement. That can easily diminish as the pressures of work take over, but with partners the shared pressure is on to make the new venture work. When you co-create, you get this benefit across two or more teams.

As well as the real possibility of new business breakthroughs, participants will also learn about and gain confidence in using co-creation themselves. So they might start engaging with customers in the way that Harley Davidson has successfully done, or using the process with suppliers, their own staff or colleagues.

In this CORE workshop you will work within a 'guided' process with other participants, generating ideas, discussing the concepts with experts and then creating the beginnings of a 'value proposition' for your teams ideas.

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