

## All in the Mind: How to Generate New Business Ideas.

Successful regeneration depends on encouraging companies and individuals to innovate. The raw material of successful innovation is new ideas. Therefore, without new ideas we can't innovate, and without innovation any attempts to regenerate local economies are doomed to failure.

But where do ideas come from? Do we have to sit around waiting for an idea to pop into our heads from the ether? Do we sit with furrowed brows waiting for the famous "Eureka moment" to strike? Or can we train people and managers in our different areas to proactively generate ideas?

As you might expect, as innovation and regeneration consultants, we believe the latter proposition! We can train managers and individuals to generate creative ideas and new business concepts.

In a series of short articles for the [Phoenix Ezine](#) we explore the different stages in the idea generation process and demonstrate how we train people in these creativity techniques to produce trained innovators.

In particular we will explore:

1. How different thinking styles help us to generate and process new ideas
2. How to plug into the right brain to generate truly innovative ideas
3. The importance of a less judgmental psychology in idea generation
4. Specific techniques for idea generation
5. How to assess ideas **without** killing them!
6. How to creative improve ideas.
7. How to define a development pathway
8. Creative problem solving techniques

Watch out for the next edition of Phoenix to learn about the above!