



IDEAMANAGEMENT®

Great Ideas are no coincidence, but the result of a Great Process

Vision

In top-creative companies the Idea has the highest priority. Learn how a single-minded idea focus, creates a company culture that works for Great Ideas.

Client

Great clients are not only open for Great Ideas, they demand them. Learn how Top-Creatives get an excellent briefing that prepares for Great Ideas.

Assignment

Every problem is an Idea.
Learn how Top-Creatives re-design a problem until it is inspiring and exciting.

Information

Ideas are a new combination of already existing information. Learn how Top-Creatives find an exciting insight in order to come up with an even more exciting strategy.

Strategy

The strategy directs the energy of an Idea.
Learn how to create an effective proposition that is as relevant as it is creative.

Creative Brief

An exciting Creative Brief will spark Ideas off easily.
Learn how to reduce a strategy into a surprising and relevant essence.



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IdeaFinding

The moment we have an Idea, we receive a surprising answer. Learn how Top-Creatives are in search for better questions – playfully but with discipline.

IdeaDescription

An Idea can be described with words and pictures. Learn how to catch the energy of an Idea that will excite others.

IdeaEvaluation

Only highest demands increase the level of innovative work. Learn how Top-Creatives find better Ideas by using clear criteria when judging.

IdeaPresentation

Top-Creatives present their Ideas with ease and conviction. Learn how to present your Ideas in a way that really convinces others.

IdeaProtection

Idea protection begins far before the Idea shows up. Learn how Top-Creatives protect an Idea by what they believe about the client, themselves and the process.

IdeaProduction

During production the Idea loses its fluid state. Learn how craftsmanship adds energy to your original vision in order to manifest the Idea on the highest possible level.



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Team Environment

Great teams help each other to overcome “blind spots”.
Learn how Top-Creatives create a team culture
that is built on different perspectives and trust.

Creative Space

The Creative Space and the personal environment are
essential for inspiration. Learn how to improve
your space for creative work.

Personal Leadership

Creative Leaders are able to overcome limitations securely.
Learn how Top-Creatives break with existing perception
patterns and take over a natural leadership role.