

The background image shows a group of people in a workshop or training environment. Some are standing and talking, while others are sitting at tables. The scene is dimly lit, with a teal overlay. The MINKE logo is prominently displayed in the center, with the word 'MINKE' in large, bold, teal letters and a yellow dot at the end. Below it, the tagline 'think & make' is written in a smaller, white, sans-serif font.

MINKE.

think & make

#TRAINING CATALOGUE

MAKE Rocket



THINK Tie

MINKE'S UNIQUE APPROACH

EVERY COMPANY CAN POSITIVELY DISRUPT ITS OWN BUSINESS! HOW?

THINK

Perceive reality in a different way to spot unmet customer needs.

MAKE

Prototype new services & business models fast and in an affordable way

Looking for help to combine both?

MINKE = THINK + MAKE

CONTENT

Creative problem solving and decision making - 2days

5

Resolve quickly any problem/challenge

- **Module : Problem clarification - 8h**
How to find your real challenge ?
- **Module : Ideation - 4h**
How to make an efficient brainstorming ?
- **Module : Concrete Implementation - 4h**
How to implement your project ?

Design thinking - 2days

7

Think user-centric

- **Module : Persona and empathy mapping - 4h**
How to understand your customers needs ?
- **Module : Problem statement and ideation - 8h**
How to solve your customers needs ?
- **Module : Rapid prototyping and testing - 4h**
How to improve acceptance for your projects?

Visual thinking - 3days

9

Learn how to be more efficient with your communications and meetings

- **Module : Visual communication - 8h**
Visual communication (How to make a powerful impact ?
- **Module : Visual meetings - 4h**
How to make dynamic meetings ?
- **Module : Map the complexity - 4h**
How to clarify your eco-system ?
- **Module : Show and tell - 8h**
How to make extraordinary presentations ?

Innovation track - 5days

Install a culture of innovation within your company

- **Module : Group facilitation - 8h**
How to lead efficient meetings ?
- **Module : Inspiration - 8h**
How to clearly understand your customers.users?
- **Module : Ideation - 8h**
How to generate numerous great ideas ?
- **Module : Implementation - 8h**
How to be an impressive implementer ?
- **Module : Business model - 4h**
How to generate revenues for your activities ?
- **Module : Diffusion - 8h**
How to make extraordinary presentation of your project ?

CREATIVE PROBLEM SOLVING

Learn to create very quickly with your team ideas and solutions to solve problems or challenges you are facing.

Faced with the crescendo tempo which **SMEs and large groups** are subject, ideas exist but are sometimes difficult to **mobilize** (legitimacy, adherence, acceptability ...). The **Creative Problem Solving (CPS)** is a collective approach that promotes a shared diagnosis and a common vision of the situation, the generation of a large number of ideas and the convergence towards several **concrete and original** solutions. This powerful and effective method was created by Alex Osborn (inventor of brainstorming) and psychosociologist Sidney Parnes.



- Find the causes and solution to prevent the stopping of the production lines
- Integrate big data in your business
- Find the best specifications for a new product, service or place
- Define a new strategy
- Get unstuck from change resistance



PROBLEM CLARIFICATION

Clarify the problem you want to solve before generating as many as possible creative solutions in a collaborative ideation session. Map these ideas on value impact and feasibility versus time.

Module
8 hours



IDEATION

Learn to make an efficient and creative brainstorming, avoid the common traps and bias of the brainstorming, boost original ideas with creative techniques, create solutions by combining ideas among them.

Module
4 hours



CONCRETE IMPLEMENTATION

Identify all components of your solution and the key assumptions behind its success. Define an implementation plan with 'quick wins' to demonstrate value and remove uncertainties as quickly and cheaply as possible (= MVP).

Module
4 hours



MASTERCLASS

Breakdown of the CPS process applied to one or more concrete cases.

- **PROBLEM STATEMENT & IDEATION**
- **RAPID PROTOTYPING & TESTING**
- **AGILE / LEAN STARTUP IMPLEMENTATION**

**Module
2 days**



- Have a clarification, prioritization, visualization of the challenges you're facing
- Generate 100 to 200 ideas (don't stop at the 1st good one ;))
- Co-create with your team (and sometimes with experts) your 5 own original and concrete solutions
- Commitment from all the participants thanks to participatory methods

DESIGN THINKING

Why?

By using design thinking, you make decisions based on what future customers really want instead of relying only on historical data or making risky bets based on instinct instead of evidence (David Kelley, founder of IDEO and Stanford D.school).

Design thinking is a **customer-centric** approach to **problem solving**. Collaborating across teams & disciplines, we teach you how to explore what your **customers** and/or employees desire most and how those **needs** can be addressed. Learn how to create solutions with rapid prototyping.



- Apply a methodology that helps to be focused on your customers/employees needs
- Learn to use a toolkit to help you bring the methods and mindsets of design thinking into your company and teams
- Practice this methodology with a real challenge in order to be able to use it again and again



PERSONA & EMPATHY MAPPING

Get inside the head of your customers by observing, interviewing and surveying them in an objective, non-leading way. Define persona for your project's key stakeholders, with a realistic background story and an analysis of their feelings, ambitions, fears and external influences.

Module
4 hours



PROBLEM STATEMENT & IDEATION

Clarify the problem you want to solve before generating as many as possible creative solutions in a collaborative ideation session. Map these ideas on value impact and feasibility versus time.

Module
8 hours



RAPID PROTOTYPING & TESTING

How to make your ideas as visual and tangible as possible so they can be tested and evaluated by future customers and stakeholders? How to do that in the fastest and cheapest way?

Module
4 hours



MASTERCLASS

Breakdown of the DT process applied to one or more concrete cases.

- **PERSONA & EMPATHY MAPPING**
- **PROBLEM STATEMENT & IDEATION**
- **RAPID PROTOTYPING & TESTING**

Module
2 days



- Create superior solutions incorporating user-driven data
- Reduce risks and costs of change thanks quick users validation and rapid prototyping
- Employee or users build-in: as a participatory method with facilitation, design thinking creates a strong commitment of the participants.

VISUAL THINKING

Learn how to use visual facilitation to maximize the focus and commitment of your teammates or meeting participants.

Our world is becoming more and more complex: a huge amount of data come at us with such an overwhelming velocity and in such volume that we can't comprehend it without some tools, such as visual tools.

If there are universal frustrations, the meeting must be part of the top 5. How many managers, employees complain about the time lost in meeting (fuzzy goals, speaking monopoly ...). Visual tools (use of flipchart, mental maps ...) make it possible to focus a team and reduce the meeting time, the decision-making time.



- Discover several visual animation techniques (Mindmapping, visual canvas, drawing ...).
- Experiment with visual techniques
- Use and transfer visual tools to your professional practice with the help of the group of learners and the trainer.



- Improve efficiency at meetings.
- Collect and organize live information.
- Make clear and well-reasoned decisions



VISUAL COMMUNICATION

Learn to tap the power of visual language to more effectively reach your clients! Use easy tips to develop your own visual language.



VISUAL MEETINGS

Visual Meetings explains how anyone can implement powerful visual tools, and how these tools are being used to facilitate both face-to-face and virtual group work.



MAP THE COMPLEXITY

Our VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world causes an explosion in the amount of information you have to manage to capture, understand and effectively make decisions.

**Module
8 hours**

**Module
4 hours**

**Module
8 hours**



SHOW AND TELL

How to make an extraordinary presentation ?
 How to tell the truth ?
 How to tell it with a story ?
 How to tell the story with pictures ?

Module
8 hours



MASTERCLASS

Breakdown of the visual thinking process applied to one or more concrete cases.

- **VISUAL COMMUNICATION**
- **VISUAL MEETINGS**
- **MAP THE COMPLEXITY**
- **SHOW AND TELL**

Module
3 days

INNOVATION TRACK

As creative problem solving is to solve quickly any problem you are facing and as design thinking helps you to think user centric, the innovation track training helps you to implement step by step a culture of innovation in your department.

With our innovation track, learn how to apply a predictable, systematic and collective approach to design or redesign process, product and business models with your team.

- A practical framework to manage innovation with techniques on goal setting, business process prioritization and KPI selection throughout the innovation track.
- Training in facilitating groups dynamic.
- Best practices and tools, which have been successfully implemented in R&D development cycles, like agile management, creative problem solving, design thinking and business modelling.
- Finally, the course gives an approach to prepare your company and your market to accept your new product/service or strategy or process or business model



GROUP FACILITATION

Facilitation enables the organization's teams, groups and meeting to be more productive. Learn how to warm up a group, to set up energy, safety and loyalty in your teams and how to gamify your meetings for more effectiveness.

**Module
8 hours**



INSPIRATION

Get inside the head of your customers by observing, interviewing and surveying them. Define persona for your project's key stakeholders, with a realistic story and an analysis of their feelings, ambitions, fears and external influences.

**Module
8 hours**



IDEATION

Clarify the problem you want to solve before generating as many as possible solutions in a collaborative ideation. Learn different techniques of ideation : effective brainstorming, customer journey ideation.

**Module
4 hours**



- Become a **skilled and equipped ambassador** of innovation in your company.
- Develop an empathic relationship with your **users** to identify their **real needs and expectations**.
- Conduct **interviews** and / or field **observations**.
- **Define, clarify** and **validate** the problems to be solved, the challenges to be met.
- Master tools and techniques of **collective creativity** (icebreaker, brainstorming, etc.).
- Build a fast **business model** and a **low-cost pretotype** to test your solutions.
- **Pitch your solutions** to gain the support of your hierarchy and / or your partners.
- Identify the resources of each and exploit the wealth of the group to **build innovative solutions**.



IMPLEMENTATION

Define an implementation plan with quick wins to demonstrate value and remove uncertainties as quickly and cheaply as possible (MVP), use rapid prototyping techniques (mockups, app on paper, storyboards...)

Module
4 hours



BUSINESS MODEL

Who are your key customers, what value proposition do you offer to them? How will you reach and service them? Will your profits outweigh your costs? What are your key selling arguments and KPI's?

Module
4 hours



DIFFUSION

How to sell your concept to future customers and investors? How to adapt your message to different stakeholders? How to be both passionate and credible?

Module
8 hours

OUR TEAM

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#Physics PhD #Research #Creativity & Innovation Process #Commercial

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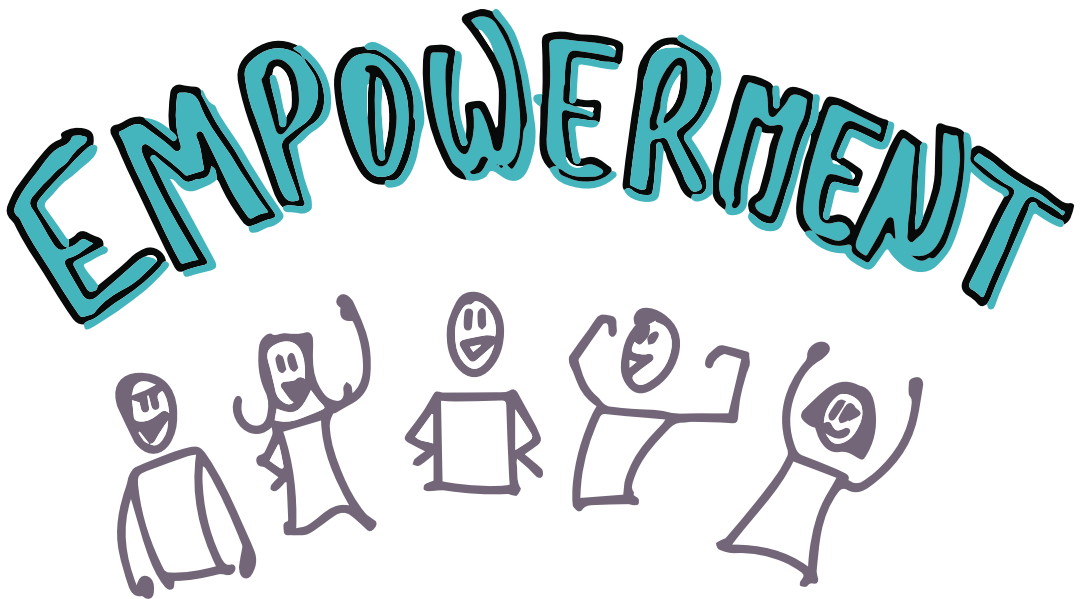
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THEY TRUST US...



Vincent Riffart (a.k.a. Rif)

Illustrateur et consultant en facilitation visuelle

March 17, 2018, Vincent was a client of Benoit's

J'ai suivi la formation de Facilitation visuelle de Benoît. Trois jours seulement de formation, mais j'ai eu l'impression d'apprendre plus que durant mon master en communication. Il va à l'essentiel. Sa manière de donner cours est vraiment stimulante. Il maîtrise parfaitement non seulement la facilitation graphique mais aussi un tas de techniques de gestion de réunion innovantes. Il m'a montré, par la pratique d'un vrai brainstorming, comment une entreprise ou une organisation peut gagner en innovation et en créativité en un minimum de temps... et avec une parfaite dynamique d'équipe. Pour moi, toute réunion (ou formation) aura un avant et un après Minke.



Nicolas Van der Linden

Researcher and teacher

November 6, 2017, Nicolas was a client of Benoit's

J'ai eu la chance de suivre une journée de formation donnée par Benoit dans le cadre du programme From Research to Business. La formation portait sur les techniques de créativité. Il nous a moins appris à les enseigner qu'à les utiliser dans le cadre de nos projets scientifiques parfois très différents. J'ai été vite emballé par la méthode de Benoit et par son expertise sur le sujet. Par ailleurs, Benoit est très disponible et il a continué à me faire bénéficier de son savoir et de son savoir-faire même une fois la formation terminée.



DO YOU WANT MORE INFO ?

LET'S HAVE A COFFEE...

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MAKE SWEET

THINK COFFEE



MINKE.



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