



Nils Vesk

IDEA TRACKER

project name	specific outcomes	why we're doing it	impact it will have on business	current price	ROI	3 key steps to making it happen	project progress to date
strategic plan	to have a budget completed by end of month 10, 2014	align the budget with the overall strategy	improve revenue and profitability	\$30,000	\$100,000	1. create strategic plan 2. copy for all staff 3. present	100% completed
web business	to create an online store selling my widgets by end of Aug 2014	reduce customer acquisition costs	increase sales	\$25,000	\$80,000	1. get IT resources 2. create clear product & content strategy	75% completed
people power	to reduce 10% team redundancy by end of 2014	improve overall business performance	reduce overheads & increase sales	\$30,000	\$110,000	1. sub out roles until the year end working week 2. see what we can create 3. create happens dash board	50% completed
value rate	to increase our business by 10%	improve our overall business performance	increase sales	\$15,000	\$70,000	1. catch up 2. be there 3. share	25% completed
green power	to build an environmental program and market it for a USP	to help our clients with their environmental needs	increase sales	\$20,000	none	1. acquire social submission 2. create green team 3. establish overall marketing program	10% completed

IDEATION CONSULTING SESSIONS



BUSINESS IDEATION

GROUP SESSIONS TO HELP BRAINSTORM BRILLIANT IDEAS & BRING THEM TO LIFE

ADVANTAGES OF USING NILS VESK

idea expert - Coaches ask questions while experts ask questions and provide ideas. When creative agencies in Australia such as McCann and MTV want better ideas they talk to Nils. Nils creates actionable ideas, solutions & steps to drive your business at warp speed.

external thinking - Sure you know your business better than we do, however, when coupled with a Nils' creative outsider perspective we can move mountains together.

business touch maps - part of Nils' expertise is helping mapping your business touch points & improving them to create superior product & service

idea tracking - Nils tracks progress of your ideas week by week for accountability and maximising your R.O.I. If your not succeeding we're not succeeding.

TESTIMONIALS

The Ideation session with you recently was just fantastic. Mapping the GET REAL business and generating some new ideas was simply amazing. My team executed on every idea you helped us generate at my recent GET REAL SEMINAR and the results were simply awesome. The ideas worked, the participants loved them and as a result the seminars have much more depth. I look forward to myself and my team having another business ideation session with you in the near future so that we can add some more ideas with legs to our business and events.

Ron McLean MD GET REAL EVENTS



WHAT'S IN IT FOR YOU?

Think brainstorming 'creative' meets business consultant.

We don't know your business anywhere near as well as you do, how could we? Yet what we do know is how to generate wicked ideas to solve pressing challenges and how to take an ordinary product and service and transform it into an extraordinary one.

Our ideation consulting sessions are a unique combination of consulting with brainstorming. It's all about fast tracking success in your projects. With quick thinking minds we know how to connect your team, diagnose areas of opportunity and then take your team through an ideation session that generates bankable fresh ideas whether they are for marketing, process innovation, or hot products and service.

HOW IT WORKS

Connection is an important part of what ideation sessions do for your organisation. It brings your team together to create brilliant ideas instantly.

Diagnosis is the first step in every one of our sessions. It starts with a pre-ideation check in to see what your challenges are and what our ideation focus should be.

Ideation is the step where we generate ideas that solve your challenges. From linear to lateral thinking thinking we have ways of coming up with that big idea you've been looking for.

Execution is the crucial step to giving your idea legs. Through the prototyping stage to full scale implementation, we have the skill set to help you actualise your ideas.

INVESTMENT

Each session is 90 mins. minimum

- 1 session \$1500 +gst
- 3 sessions \$3000+gst
- 6 sessions \$5500 +gst
- 9 sessions \$8000 +gst
- 12 sessions \$10000 +gst

BENEFITS

what's so good about our ideation sessions?

time saving advice - most brainstorming sessions are a complete waste of time because there's no structure to them. We structure the teams energy & thinking to create tangible ideas plus actions to take the business to the next level.

brilliant & doable ideas - your ideas are gold, we help you discover them and make sure that your money making ideas happen so that you reap the rewards.

income generating solutions - we not only solve problems we create new bankable ideas.

overcome blocks - whether it's your attitude, procrastination or logistical challenges we help you surpass them fast.

assistance & support - we keep in constant contact pushing and helping you to succeed.