

MENTORING

IDEATION MENTORING

One on one mentoring to help you find ideas with legs



IDEA TRACKER

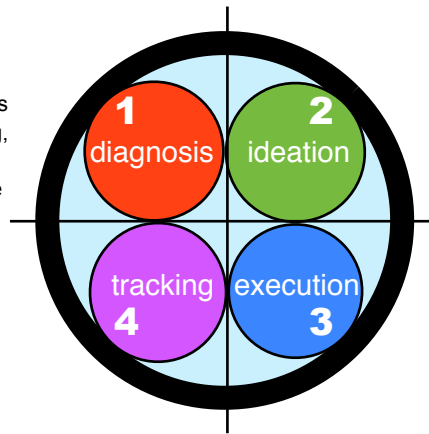
project name	specific outcome	why we're doing it	impact it will have on the world	current track	sROI	3 key steps to making it happen	project progress to date
renewable fuel	to have a viable commercial fuel cell running by 2015-2020	to have a viable commercial fuel cell running by 2015-2020	to have a viable commercial fuel cell running by 2015-2020	\$50,000	\$100,000	1. create strategy plan 2. raise for services 3. generate	<div style="width: 100%; height: 10px; background-color: #ccc;"></div> <div style="width: 100%; height: 10px; background-color: #008000;"></div>
week	to create an online news alerting my website to customers by the end of 2012	reduce response time	increase sales	\$25,000	\$50,000	1. get IT assistance 2. create clear products 3. create strategy	<div style="width: 100%; height: 10px; background-color: #ccc;"></div> <div style="width: 100%; height: 10px; background-color: #008000;"></div>
people power	to achieve 100% user retention by end of 2009	to generate user trust responses	reduce a customer's switching costs	\$20,000	\$10,000	1. ask those who would be their ideal working needs 2. ask who our core users are 3. create response dash board	<div style="width: 100%; height: 10px; background-color: #ccc;"></div> <div style="width: 100%; height: 10px; background-color: #008000;"></div>
article rate	to increase new business by 40%	to generate new relationships	increase sales	\$15,000	\$30,000	1. catch up 2. do more 3. share	<div style="width: 100%; height: 10px; background-color: #ccc;"></div> <div style="width: 100%; height: 10px; background-color: #008000;"></div>
green power	to build an environmental responsibility program and market it for a CSR	to help save the planet & to work on environmental award	position PE, possible new business deals	\$20,000	none	1. assign panel submission 2. create green team 3. create green team award	<div style="width: 100%; height: 10px; background-color: #ccc;"></div> <div style="width: 100%; height: 10px; background-color: #008000;"></div>

WHAT'S IN IT FOR YOU?

Think brainstorming meets construction building.

Ideation mentoring is the indispensable business driver in the marketplace. Forget business coaching, with a new approach around fast tracking business success, ideation mentoring provides the innovative solutions you need in your business. From fresh ideas for marketing to innovations in process, service and product, ideation mentoring creates solutions and helps you execute fast.

Your mentor Nils Veski, has been working in the business of generating and realising ideas for over 15 years, and is ready to help you.



CREATIVE MENTORING TO HELP BRAINSTORM BRILLIANT IDEAS & BRING THEM TO LIFE

ADVANTAGES OF USING THIS SYSTEM

**What's the difference between mentoring and coaching?** Coaching is all about asking questions to see if you can find the answer. While mentoring is about discovering your challenges and then providing the solutions to them. If you want a faster success track ideation mentoring will achieve this by providing you with ideas and solutions to your pressing challenges, creating accountability and the action steps to implement your ideas.

**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 us. We create actionable ideas, solutions & steps to drive your business at warp speed.

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

TESTIMONIALS

*"I got more 'Aha's' in one ideation session with Nils than all of my 'Aha's' from every business coaching session I've ever done"* Neil Willis M.D Sydney Commercial Kitchens

*"I highly recommend Nils as a speaker for your business. I encourage any business leader who believes in the power of ideas to get him involved in their business."* Victoria Curro M.D, McCann Worldgroup

BENEFITS

what's so good about ideation mentoring?

**time saving advice** - time is money, we provide your solutions faster so we can help you finish your idea faster.

**brilliant & doable ideas** - your ideas are gold, we help you discover them 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 you and helping you succeed.

**return on investment** - we make sure that your money making ideas happen so you maximise your R.O.I.

HOW IT WORKS

**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.

**Tracking** is the ultimate step in achieving accountability, ensuring completion and most of all assessing the ROI of the project.

INVESTMENT

Each session is 90 mins. minimum

- 1 session \$500 +gst
- 3 sessions \$1200 +gst
- 6 sessions \$2300 +gst
- 9 sessions \$3200 +gst
- 12 sessions \$4000 +gst