



# Embedding Innovation- The Myth of the Mousetrap

## *How to get your ideas adopted (and change the world)*

18<sup>th</sup> December 2007 Available for group booking  
19<sup>th</sup> December 2007 Chelmsford

As part of the Embedding Innovation Programme, supported by the European Social Fund, this **free** one day workshop for Small and Medium Sized Enterprises, organized by Ashcroft International Business School, focuses on *How to get your ideas adopted (and change the world)*. It will be invaluable for people who have potentially valuable ideas that are being resisted or ignored, whether these are for a new product, new service or new way of doing things at work. It will also be useful for people who want to embed a more innovative culture in their organisations.

### Workshop objectives

For participants to

- To understand the different creative personality types and how to improve their effectiveness.
- To know their own personality type (based on an MBTI ® self assessment)
- To understand the key principles of running an effective innovation project.
- To know the four key stages of resistance, and understand some ways to overcome these.
- To have new insight into problems brought by participants.

This session will be highly interactive, so participants are invited to bring examples of innovations that are of current interest to their business for the group to work on.

### Workshop Programme

#### 10.00 Introductions

**10:15 Session 1. Understanding Creativity.** This will explore the different creative personality types and how to deal with them. It will include an introduction to the MBTI ® Personality Type Indicator.

**11:15 Session 2. Effective Innovation.** This session will look at how top innovators run innovation projects, in order to maximise their chances of success.

#### 12:15 Lunch

**1:00 Session 3. Dealing with resistance (1):** This session is an introduction to the four stages of resistance, Blind, Frozen, Interested and Integrated, and how to defuse them.

**2:00 Session 4. Dealing with resistance (2)** This session will go into more depth in the areas of most interest to participants, giving practical advice and ideas for how to overcome the resistance on selected examples brought by participants.

3:00 Summary, feedback and end.

## Presenter Anne Miller

Anne Miller is Director of The Creativity Partnership and author of *The Myth of the Mousetrap*, (how to get your ideas adopted and change the world) She is also a co-founder of TTPGroup, Europe's leading independent innovation organisation, where she set up and ran their Innovative Engineering Sector. She is probably the UK's most successful female inventor, with 39 patents.

## Comments

### **About the book**

*The Myth of the Mousetrap is absolutely bloody brilliant! Sharp, absolutely to the point, well structured, accessible, humorous - it's got the lot. And I loved all the stories and examples.....*

Rosemary Randall, Cambridge Carbon Footprint

### **About previous, similar courses**

*"The best course I have ever been on"*

A senior engineer, Rolls Royce

## For more information

The book's website:

[www.themythofthemousetrap.org](http://www.themythofthemousetrap.org)

Ashcroft International Business School

[www.anglia.ac.uk/ruskin/en/home/faculties/aibs.html](http://www.anglia.ac.uk/ruskin/en/home/faculties/aibs.html)

## How to book

If you would like to attend one of the above sessions email Carole Martindill at [c.martindill@anglia.ac.uk](mailto:c.martindill@anglia.ac.uk) or call on 0845 196 6833 to register.