



INTRODUCTION TO VISUAL THINKING

"Tools for thinking and innovating, for creating and visualizing new Business Models"

PROGRAM

- **The Brain and Radiant Thinking**
- **Drawing Mind Maps**
Metaphors of Radiant Thinking
- **Mind Maps**
For thinking, understanding, innovating and collaborating
- **Creativity and Innovation**
The importance of Visual Thinking
- **Generating new ideas**
Generative Thinking and Brainstorming
- **Define and Visualize a Business Model**
The BMG® "Canvas"
- **The different "Patterns" in a Business Model**
The Lego, Google, Apple, Skype, P&G examples
- **Listening to your Customers and understanding them**
The Empathy Map
- **Create and test new Business Models**
Epicentres and Prototypes

Techniques to Visualize concepts and ideas (as Mind Maps and Business Model Generation® "Canvas") belong into the fundamental cognitive tools for game-changers, for challenging established models and creating new models and perspectives

Who should attend?

Managers, Entrepreneurs, Politicians, Professionals, Public Administrators and Social Operators... Whoever is committed to Innovation and Change, is willing to find a new perspective, to develop and better visualize ideas and business models. Individuals and Teams looking for new ways to enhance and steer Creativity

Expected collateral effects?

- * You'll be able to think more clearly and your thought will be more organized
- * You'll be able to develop your creativity and to generate, explore and share new ideas
- * You'll be able to effectively visualize complex and articulated ideas
- * You'll become "change agents" in your environment

Attendees will receive...

- Presentation material used during the teaching sessions
- Notepads, blank BMG® Canvas template and coloured pens
- An individual Certificate of Attendance



What will I learn?

- Some basic principles to "visualize", in a simple and effective way, complex ideas and concepts
- What is Mind Mapping and how a Mind Map (hand and computer drawn) can be used for organizing and visualizing ideas and thoughts, to learn, remember, collaborate and communicate
- How to use the Business Model Generation® "canvas" to visualize, redesign and relaunch a Business Model

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