



Profit opportunity



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Profit opportunity



- Are you aware of the existing profit opportunity in your organization
- Are you aware of the growth opportunity in the environment with your existing skills & assets
- Would like to unleash this potential to transform your company into a super profit company by enhancing your topline and reducing your cost of operations.

How ?

Through this time tested technique.

BRAINSTORMING



Simple Ideas
BIG PROFITS

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Brainstorming



Brainstorming is "a conference technique by which a group attempts to find a solution for a specific problem by amassing all the ideas spontaneously by its members" - **Alex Osborn.**



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- Brainstorming is a quick and easy way to generate novel ideas for problem solving and innovation that will maximize profits.
- Brainstorming is the way to stimulate or excite the group into thinking about issues in a new way that identify growth opportunities.
- It encourages people to arrest conventional, logical thinking and embrace spontaneity, originality, and imagination
- Brainstorming is a group method enabling participants to look at a problem or question creatively the products and processes for improvement.
- Brainstorming smoothens out issues that may exist within the group and bonds them together to work as a cohesive team.

Creativity Techniques in Brainstorming



According to a survey done by IBM in 2010, creativity is the single most important attribute that CEOs think is important for future business success



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- The techniques for thinking up solutions to problems are called 'creativity techniques' or 'creativity methods'.
- Creativity techniques are very useful in the design process, generating large amounts of ideas in a short time.
- Brainstorming is an important time tested idea generation technique.
- Brainstorming includes business analysis such as Porters 5 forces Analysis, PEST Analysis, USP Analysis, Core Competence analysis, SWOT Analysis, Scenario Analysis etc
- Nurturing the winning idea and evaluating it in terms of critical success factors and key performance indicators.

What is happening now



Only those companies stay ahead of the competition who are able to overcome complex open ended ever changing challenges with constant on going innovations.



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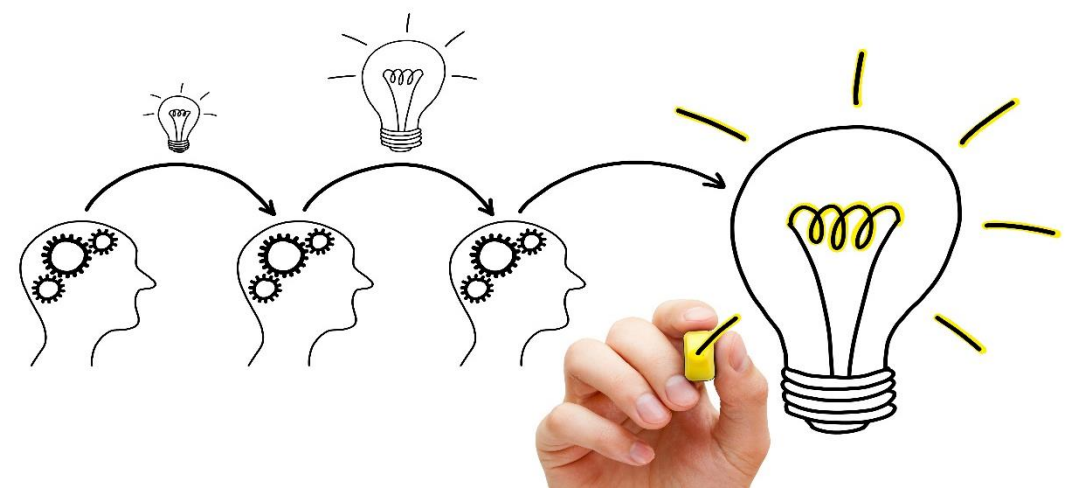


- Problem solving is limited to a few in the Conventional group who are already pressurized in the day to day running of the company.
- Decisions are made and forced into the company leading to ineffective implementation
- Less confident participants in the company do not share their information or too scared of being ridiculed leading to loss of opportunities
- Others may feel a pressure to confirm with group view, or are held back by an excessive respect for authority

Fifty phrases that kill creativity

- Our place is different
- We tried that before.
- It costs too much.
- That's not my job.
- They're too busy to do that.
- We don't have the time.
- Not enough help.
- It's too radical a change.
- The staff will never buy it.
- It's against company policy.
- The union will scream.
- That will run up our overhead.
- We don't have the authority.
- Let's get back to reality
- That's not our problem.
- I don't like the idea.
- I'm not saying you're wrong but...
- You're two years ahead of your time.
- Now's not the right time.
- It isn't in the budget.
- Can't teach an old dog new tricks.
- Good thought, but impractical.
- Let's give it more thought.
- We'll be the laughingstock of the industry.
- Not that again.
- Where'd you dig that one up?
- We did alright without it before.
- It's never been tried.
- Let's put that one on the back burner for now.
- Let's form a committee.
- It won't work in our place.
- The executive committee will never go for it.
- I don't see the connection.
- Let's all sleep on it.
- It can't be done.
- It's too much trouble to change.
- It won't pay for itself.
- It's impossible.
- I know a person who tried it and got fired.
- We've always done it this way.
- We'd lose money in the long run.
- Don't rock the boat.
- That's what we can expect from the staff.
- Has anyone else ever tried it?
- Let's look into it further.
- We'll have to answer to the stockholders.
- Quit dreaming.
- If it ain't broke, don't fix it.
- That's too much ivory tower.
- It's too much work.

What we need to do now



65 years of management research has concluded that somebody someplace has already solved this problem or are very similar to it. Today creativity involves finding that solution and adapting it to the particular problem.

- By contrast brainstorming provides a freewheeling environment in which everyone is encouraged to participate
- Quirky ideas are welcomed and many of the issues of problem solving are overcome
- All participants are asked to contribute fully and fairly, liberating people to develop a rich array of creative solutions to the problems they are facing



Benefits of Brain Storming



We often observe idea exhaustion with mature products due to fixed members or slowdown in technical innovation, and a decrease in activity improvement.



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- Profit Maximization
- Growth maximization
- Preparing for the future
- More synergy between the top management team and establishing a complete 2 way communication between the CEO and the team.
- Bonding of the team as a whole and working as a cohesive one.
- The team percolates the profit and growth opportunities down the line to enhance the understanding of the employees into result oriented action.

What next after Brainstorming



“What do you want to achieve or avoid? The answers to this question are objectives. How will you go about achieving your desire results? The answer to this you can call strategy.”

— **William E. Rothschild**

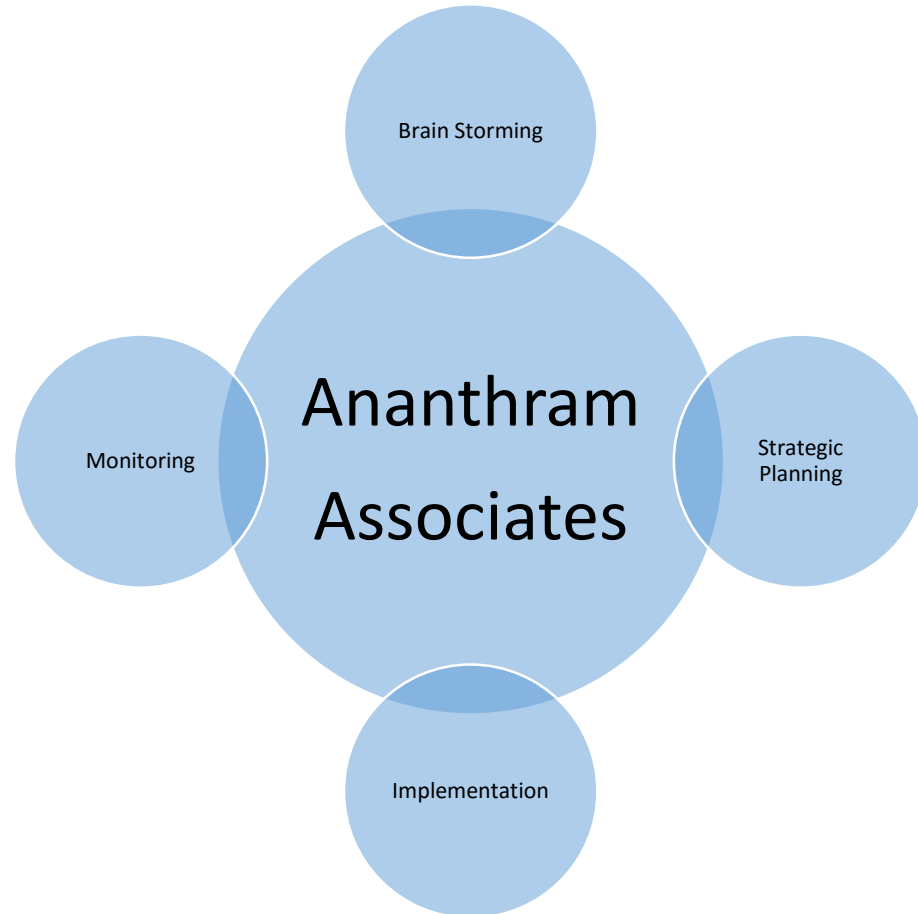


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- It's good to find good ideas, but it's great to find good ideas that grow legs. The process of moving from ideation to action is awkward and filled with opportunities for mistakes.
- Once investment has entered the dialogue, you've made the leap from idea on paper to potential project.
- If you don't have a good mechanism for evaluating and selecting new research activities and project investments...you've lost the opportunity.

Take a Small step for a Giant leap



- We start with brainstorming get ideas to solve problems
- We help strategically plan for the implementation of these ideas
- We help in implementing the ideas
- Finally monitor the functioning of the whole new idea

