

# Using The Basadur Simplicity Innovation System Level 1



Learn the process, skills  
and tools of innovation

REVIEW

DESIGN  
VISUAL

ASSESS

## Certification:

# Certified Basadur Simplicity Practitioner

Your introduction to the unique Basadur system. Through an interactive, instructor-led online session, you'll learn the process, skills and tools of innovation by applying them to real work-related problems of your own. You'll walk away with a full understanding of the Basadur Profile, and how to use Simplicity Thinking to uncover hidden ideas that maximize results.



Basadur  
Certified  
Practitioner

### Who is it for?



- Individuals wanting a proven, effective method to tackle the process of innovation.
- Individuals and team leaders looking to acquire the skills and tools to proactively seek out problems and turn them into opportunities.
- Organizations wanting measurable improvement in teamwork and implementation of innovative solutions.
- Individuals and groups looking to utilize creative and analytical thinking to address real work-related problems.
- Leaders wanting to apply collaborative thinking in the most effective way.
- Anyone looking for a simple, experiential and inclusive innovation system to bring about positive change.

### Needs & objectives



- To revolutionize the way you think about and approach innovation.
- To provide you with a unique innovation methodology.
- To enable you to make the most of your organization's assets.
- To provide you with the skills for effective cross-fertilization of ideas.
- To get your teams executing ideas quickly and effectively.
- To get your teams sharing new ideas openly, logically and non-judgmentally.
- To get your teams moving to consensus collectively and harmoniously.
- To provide you with the tools to promote collaboration among people with diverse perspectives.

### Benefits/outcomes



- Drives powerful business results relating to new product and service ideas, business process ideas, and new markets.
- Transforms team working from a "think tank" to a "do tank."
- Creates confidence and willingness to take on big challenges.
- Lets you understand the nature of problems, identify them clearly and objectively, and implement creative, practical solutions to them.
- Promotes greater transparency and respect for others.
- Encourages reaching consensus.
- Provides a global application for innovation for all types of situations.
- Increases quality of solutions and productivity.

Find out more  
[basadur.com/simplicity](https://basadur.com/simplicity)