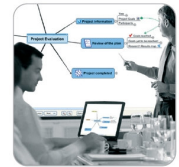


The Realizer will Inspire and Guide you in the Creative process, step by step



1. Formulate an inspiring and challenging work task

For a successful ideation process, make sure you solve the correct problem. It will have to be articulated as a crisp, focused and inspiring question. Regardless of how creative and new ideas you come up with, if they do not solve the intended problem they are of no value to you for the moment. The way you articulate the worktask controls what kind of ideas you will generate. The actual wording of the worktask will focus your search for ideas in a specific directions and it decide how far out-of-the-box you will be able to reach for new ideas. theRealizer software and it's tools help you come up with many alternative wordings for you to select from.

2. Brainstorm ideas from Your existing experience

Initially you will have to "untap" your mind from existing ideas. This is ideas based on your logical and rational thinking. That will free your mind for creative idea generation. This is equally important if you actually find anyone of them useful to try out or not. As long as they have not been offloaded your mind and registered in writing, they will block your creative thinking capacity



3. Use the Creative tools to get NEW ideas

It requires energy to make new connections in your brain. This is what these tools help you with. Let the tools provoke your thinking to find the pattern breaking ideas. Use a couple of the tools to keep the energy level high and your self inspired to continue the flow of ideageneration. Choose the most appropriate tool related to Your specific worktask and situation.

4. Compare and rank different kind of ideas

Among all the ideas you have generated, maybe you have hundreds of them, you know there are a few "stars" but it is a tedious work to run thru them all without tools to help. Use the specially designed selectiontools included in the Realizer. You will find diagram tools, checklists and scorecards to measure different characteristics for the idea's creative and competitive potential.

5. Build the ideas total market value

New and patternbreaking ideas are not ready for usage as they initially are "born". There is an obvious need to refine the ideas focusing on their usability and competitive potential. There are creative filters to pass and filters based on your market knowledge. Included in the Realizer you have such a refinementtool to help you build the ideas marketvalue and make it ready for launch.



theRealizer
tool for true ideageneration

theRealizer is software for idea generation

- **Lateral thinking**
Tools and methods are based on the principles for lateral thinking.
- **Step-by-Step Guide**
theRealizer will guide you through steps to make the creative process a success. You can jump between the different steps:
Working on the Challenge, Generating ideas, Refining and selecting ideas or search for complimentary ideas in the idea bank.
- **Creative tools**
For each step in the creative process you have tools and you can switch between tools still working on the same challenge and it's related ideas.
- **Impulses**
Apply the +100 creativity provocations to your challenges to get really new thoughts and ideas to your challenges.
- **Prioritize**
Interactively drag ideas to prioritize and compare them based on criterias.
- **Refinement of ideas**
Add sructure to sort and refine the ideas to make it easy to decide wich ideas to go ahead and realize.
- **Warm-up**
Use tools to get started and inspired. theRealizer will put you in a creative thinking-mode supplementing your logical and rational thinking with creative and pattern-breaking thinking.
- **Reuse Ideas**
Ideas are stored in your current MindManager map and saved in a searcheable idea bank. Makes it easy to get to ideas from previously generated ideas.
- **MindManager**
Use MindManager specific features for clustering, filtering top priority ideas and set project task information.

Mindjet®
MindManager
Pro 6



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