



SOLVING THE
IMPOSSIBLE



Workshop

“IDEA NAVIGATOR”



Solving The Impossible Pty Ltd

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“Idea Navigator” Workshop

Conducted by Principal, Solving The Impossible Pty Ltd, Ray Buschmann



What is Idea Navigator?

Idea Navigator is a unique collaborative problem solving process that helps you generate innovative solutions. For 2 or more people, it uses the familiar look and feel of a board game, with dice, cards and tokens making it fun and easy to use. The system takes you through a structured problem solving process, and prompts thinking in each stage using a set of thought provoking tools and techniques. It uses a methodical process to help you solve problems, or take on opportunities. It asks you questions, gives you activities, and helps you assess and enhance your creativity and innovation.

Who Should Attend – Companies and Individuals wishing to use a collaborative, new and fun way of stretching their imagination in solving business problems



Try Out Idea Navigator

Solving the Impossible Pty Ltd will provide a trained facilitator and the board game at your nominated location . A time boundary is agreed for each phase, and determines the speed of completion (usually a total of 2 – 4 hours with breaks)

Purchase Your Own Idea Navigator

Once you experience the power of Idea Navigator you may want to purchase one, or several kits for your organisation. Solving the Impossible Pty Ltd can provide the equipment, complete with a one day facilitation qualification training program for your nominated colleagues



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What Are The Phases of Idea Navigator?

- **DEFINE:** this first phase guides you to more specifically define your problem /opportunity
- **EXPLORE:** the second phase explores the characteristics or root cause of your problem /opportunity
- **INNOVATE:** the third phase encourages creative ideas as solutions to your problem/opportunity
- **INCUBATE:** the fourth and final phase looks at ways of building support for your ideas and solutions

What Are The Principles Behind Idea Navigator?

- **Having fun**
- **Managing the Problem Solving Paradox** : balancing using right brain stimulus: being creative and innovative, and using left brain stimulus: being methodical, analytical and practical
- **Meta Cognition**: being prompted to think about the way you think
- **Random Stimulus** jolting your mind out of routine thinking





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“Introduction to Ray Buschmann”



Ray Buschmann is a leading global “hands on” idea management practitioner, who is a specialist in the field of **generating business oriented creativity and ingenuity.**

Ray is an Australian, and over the last 14 years has held extensive senior management positions within the giant energy corporation, Chevron, in South Africa, Singapore, Thailand, with the past 7 years in the United States. As part of his global duties, Ray has visited over 95 countries, and is a passionate advocate for diversity. From 2003 to 2007, he held the unique role of Global Manager Innovative Solutions within Chevron Lubricants, and pioneered the introduction of new and stimulating ingenuity techniques and tools, shared in speaking engagements around the world.

In early 2008, Ray took on an even more focused path, returning to Australia as the Principal of his own company: “Solving The Impossible Pty Ltd, and continues to focus on “what works” rather than the prevailing theory, especially in helping clients solve seemingly, impossible customer problems.

His transformational leadership is characterized by capturing practical insights beyond his business world, as he continues to work closely with idea management colleagues in various industries, countries, learning institutions, consultancies, and innovation authors, to share and continually learn best practices.

Ray is the author of a paper: “Ideas Galore – What Do We Do Now?”, and his unique approach to idea management has been used as a case study in the MBA course, “Management of Innovation” at the Università Cattolica, Piacenza Italy. He has been referenced in “Fortune” magazine, featured in “The Future of Innovation – Practice & Possibility Among the Most Effective Large Corporations”, ILO (Innovation in Large Organisations) Institute USA, and also in “Finance Week”, South Africa.

His first book, “Solving Impossible Customer Problems”, will be published later this year. He is now currently writing a creative pathways book especially for children, which will be completed in 2009.



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