

# gym\*

unleash your inner innovator



## Why

Our world is rapidly changing. New problems need new solutions - and new ways of thinking. It's therefore no surprise that recent LinkedIn research cited "creativity" as the most in-demand skill for 2020. The World Economic forum also predicts that "creativity" and "innovation" will be two of the top skills you'll need to thrive at work by 2022. The question is, are you ready? By building your creative fitness and innovator's mindset every week, you'll certainly get fit for the future.



## What

Our gym\* is a 12-month micro-learning program. Each week, for 52 weeks, we send you a workout lesson that develops one specific innovation mindset, tool, or technique. That means you learn-the-job and can accumulate 17 hours of study over the year. Each lesson includes:

- an overview of the new concept or tool
- coaching questions to apply it to live issues
- additional reading and useful resources
- a short video to inspire you



## Who

The gym\* is ideal for people who need to think creatively and be more innovative in their role:

- Professionals who need to solve problems
- Managers who lead innovation and growth
- Entrepreneurs who want to disrupt markets
- Creatives who need fresh and novel ideas
- Consultants who want to challenge thinking
- Coaches who are exploring new approaches
- HR/L&D who want to build innovation skills



## When

### For individuals:

On the day you join the gym\*, you'll immediately receive your first lesson. Then we'll email you a new lesson every Wednesday for the next 12 months.

### For companies:

Signing up multiple members to the gym\* is easy. We create a company group and can co-brand each lesson with your logo. Regular gym\* webinars can also be incorporated



## How

### train your brain

Each lesson gives your creative brain a fresh workout so that you can think up better and smarter ideas to solve problems and create solutions.

### apply to real issues

Each week you learn a new tool or technique that you can apply immediately to one of your current challenges so that you get real results.

### learn on-the-go

By getting bite-sized lessons every week, you can fit your learning around your job giving you flexibility and the opportunity to develop as you go.



## Us

Here at brainsparker, we bring over 18 years of experience coaching managers and leaders to create, innovate, and lead the next frontier. Our free app ranks No.1 for creativity in the USA, UK, and Canada. Based in London, UK, we work globally both virtually and in-person.