



YVONNEADELE

The Industrial Revolution and Information Age levelled the playing field in business. In the 21st century, even the smallest company can now access the world's best systems, efficiencies and high tech tools. It's getting harder and harder to create a genuine competitive edge.

Welcome to the Age of BIG Ideas, where success now relies on finding a constant supply of fresh ideas, followed up with swift activation.

Yvonne Adele is one of Australia's most recognised thought leaders and advocate of the need for BIG ideas. As the founder of Ideas Culture, Yvonne teaches the skills that enable anyone (even the self proclaimed left-brainers) to unlock their right brain potential. Yvonne believes that you don't just need better ideas than your competition. You need more of them, from everyone, at every level. Not just product ideas either. Or service ideas. Ideas that permeate the entire business from top to bottom, front to back. Plus you need to instil the confidence and skills to start quickly activating them in order to stay ahead of the pack.

Yvonne's sessions challenge perceptions of how easy it can be to consistently generate, select and then implement sophisticated ideas. How often do we ignore our BIG ideas because we don't know where to start? By teaching a simple Innovation Pathway, audiences leave able to actually convert their new ideas into practical strategies to transform any chosen business challenge.

Yvonne demonstrates that the next BIG idea will only be uncovered by those businesses and individuals willing to adopt and regularly apply fresh thinking practices. Through her highly engaging and interactive keynote presentations and Ideas Summit workshops, Yvonne inspires participants to start becoming ideas activists within their roles, providing them with a suite of practical tools and processes to immediately start discovering the next BIG idea for themselves.

Tailored versions of Yvonne's session include: What's the BIG Idea for Sales, What's the BIG Idea for Retail, What's the BIG Idea for Leadership and What's the BIG Idea for My Business?

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