



**YVONNEADELE**

**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 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.

As the founder of Ideas Culture, Yvonne teaches the skills that enable anyone to unlock their thinking potential. Yvonne believes you need better ideas and more ideas than your competition. From everyone, at every level. Product ideas, service ideas plus ideas that permeate the entire business. Staff need confidence to start quickly activating them in order to stay ahead of the pack.

By teaching a simple Innovation Pathway, Yvonne's sessions challenge perceptions of how easy it can be to consistently generate, select and then implement sophisticated ideas to solve any business challenge.

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?

[www.YvonneAdele.com](http://www.YvonneAdele.com)

