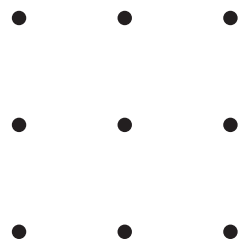


	6					1	
1		2	6		5	4	9
				9			
	2		7		9		8
		7				5	
	3		4		8		9
				6			
5		9	1		3	6	8
	4						7

Fill in the missing numbers:
each number must be in each
column, line and square once



Run over the 9 dots with 4 line
segments without raising the pen up



1234467889974674657865876576576
3576573625432657346578436578342
2732188582735827456724687343828
7672878682768723682376783768267
2647648823178346432764876774653
7436574386581483627868653873465

Count every 6 in the sequence. Then count, together, every 3 and every 7

Find the solutions on www.arsetinventio.com

Quiz

Do you want to test innovation in your company?

In your company, do you:

- Have a Chief Innovation Officer?
- Have a process backing creativity and innovation?
- Have KPI and KPO in order to enhance innovation in human resources?
- Have a forum or web site for your employees?
- Have a forum or web site for your clients?
- Organize structural brainstorming sessions?
- Have customer experience monitoring systems?
- Do some benchmarking over competitors or sectors close to yours?
- Have a clear idea of what are the paradigms of your business model?
- Have useful tools to monitor the way your customers use your contact networks?

Yes / No

Results: Any negative response is worth one point.

From 0 to 3 points: **Congratulations! We would be honored to visit you and add you to our best innovation cases!**

From 4 to 6 points: **You could do much better, we can help you, if you wish!**

7 points up: **Call us! You really need our expertise!**

You can come and visit us at our offices located in:
Rome: Via Sicilia 43. Tel. +39 06 32 42 276
Milan: Piazza San Babila 5. Tel. +39 02 45 41 521
E-mail: ernesto.ciorra@arsetinventio.com

THE INNOVATION MANAGEMENT COMPANY THAT CLAIMS MANY ATTEMPS OF IMITATION! :-)

Fall 2011

Creativity alone is not
enough to transform
an idea into value

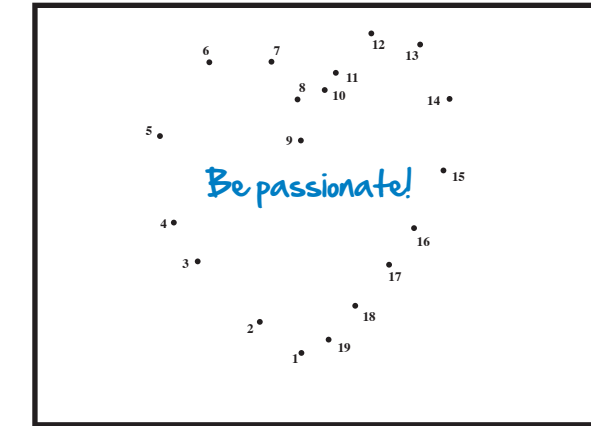
Ars et Inventio
Innovation @ Bip.

Via Sicilia 43, 00187 Rome
Tel. +39 06 32 42 276
Piazza San Babila 5,
20122 Milan
Tel. +39 02 45 41 521

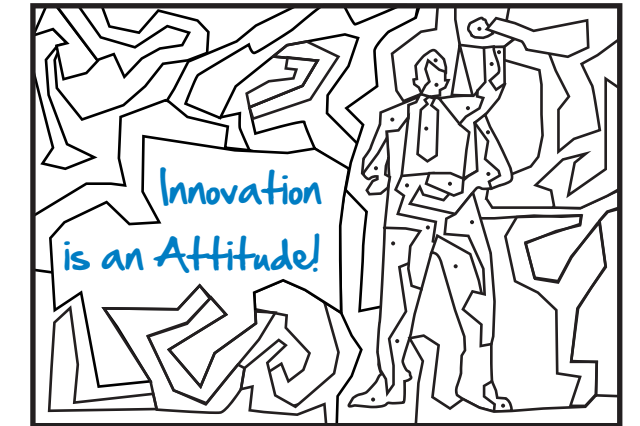
Special edition

Fuel creativity to engender innovation!

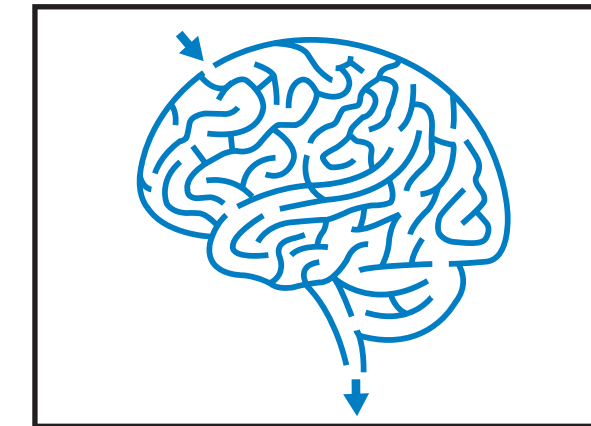
www.arsetinventio.com



Connect the dots from 1 to 19



Blacken the spaces with the dot



Train your brain!

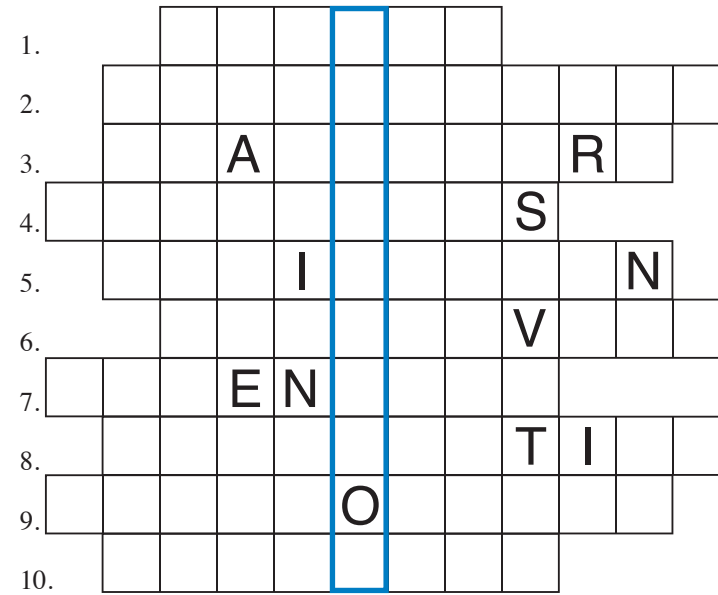
7	4	8
3	9	7
6	5	10
?	8	4

Guess the missing number

A methodology to switch dreams into value

Discover the concepts

1. The corporate long-term goal
2. Synonymous with unconsciousness
3. A spontaneous group discussion to produce ideas and solutions to problems
4. The combined effective action of a group towards a common goal (plural)
5. The driving force to achieve one's goals, enthusiasm
6. The willingness to play with ideas and possibilities, the flexibility of outlook
7. A thing that motivates or encourages someone to do something
8. A sudden brilliant or timely idea
9. The process of growing up
10. A detailed schedule for carrying out a project



Write 3 indisputable rules of your sector:

1. _____
2. _____
3. _____

Now,

find an innovative way to do the opposite!

(This is a creativity technique called "Destroy the paradigms".)

Who we are

The creativity and innovation main issues

Ars et Inventio is the Bip's Business unit focused ONLY on CREATIVITY AND INNOVATION since 2003. The first Italian consulting firm that supports companies on creativity and innovation

We designed and we manage the first Italian Executive Master in Innovation Management (M.I.M. @ Business School Sole24Ore)

We participate in a world wide consulting group

For more than 10 years, we have been studying hundreds of social groups and companies leaders in creativity and innovation, to learn:

- * How to effectively **feed** creativity and innovation?
- * How to overcome the **culture** of the status quo?
- * How to **involve** customers and employees in the innovation process?
- * Which **tools** to create create a culture of creativity and innovation?
- * What **process** and actors involve in creativity and innovation?
- * How to **manage** the Chief Innovation Officer?
- * What is the better **organizational** structure to manage innovation?
- * How to **generate** and select crative ideas?
- * How to **structure** and **monitor** the innovation process?
- * What are the right **KPIIs** (key performance innovation indexes)?
- * How to manage **change** and make ideas come true?
- * How to **switch** from creativity to compay's value?

How we work?

4 different ways to work with our Customers

INNOVATION FACTORY

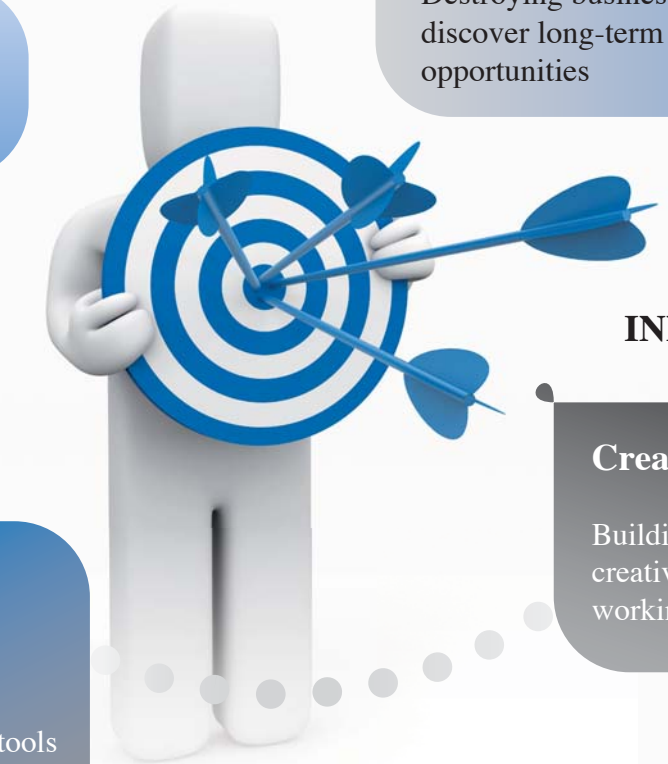
Improving figures
Generating creative ideas to better company's figures

Let's Innovate together!

INNOVATION REVOLUTION

Finding new Business Models

Destroying business paradigms to discover long-term innovation opportunities



INNOVATION MANAGEMENT

Defining structure, process and tools

Settling, enforcing and improving processes and tools to boost innovation

INNOVATION PEOPLE

Creating Innovators

Building the culture of creativity and innovation working on education