

GENERATE THE CREATIVE POWER TO FUEL THE NEW BUSINESS REVOLUTION

**A manifesto to build strong
energetic businesses and enterprising communities**

Energising a new economic future – making it happen now



Mike Stevenson

More creativity, less apathy

This manifesto charts our commitment to generating societal change and business success in surprising and unusual ways. It's about rediscovering your passion, creativity and vision for making big things happen. It's about my Thinktastic vision of a future of economic security. It's about building a nation where enterprise is once again a national way of life.

Ok businesses achieve ok success. To transform an ok business into a fantastic business you need to go on a radical and creative journey that sparks real change. I know, I've been on one myself. It's how I developed the Thinktastic philosophy.

The time to act is now. Join the new business revolution!

SCOTLAND

COLOURFUL

AND POSITIVE



SWEET CREATIONS



Change is good

Life is dynamic. A new business revolution, driven by innovative technology and changing economies, is gathering momentum.

Times are changing. Old business models no longer work. Our economy is in crisis – you need to free up your thinking to find new solutions in unexpected places.

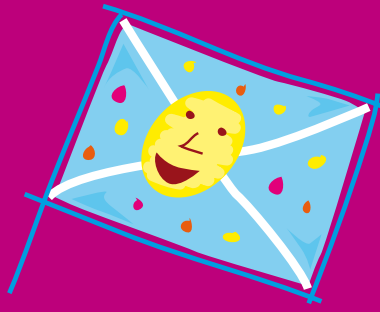
New ideas come from making fundamental changes. Thinktastic leads new thinking, changing the way you live and work today. **Now is the time to act.**

- You, your teams and your communities have the creativity to capitalise on the opportunities the economic crisis is generating.
- Recognise, release and realise the fantastic potential for harnessing fun and flair to create fertile environments for generating enterprising ideas.
- Free up your thinking to generate fresh solutions to deliver positive life-changing progress for you, your employees and your communities.

FUN SOLUTIONS



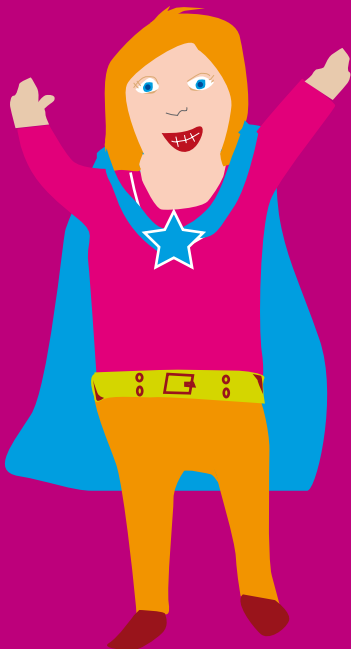
Scotland needs business champions



We have a history of inspirational heroes and heroines. A nation of achievers who overcame adversity to command international respect. Where is that energy now? You need to take strong instant affirmative action to combat the malaise that threatens your businesses, communities and families.

Focus on:

- **Leading with passion, ambition, and energy to bring about economic recovery**
- **Eliminating apathy, bureaucracy and greed**
- **Finding new ways to work smarter**
- **Consigning outmoded thinking to history and generating real change**
- **Recognising the wealth of talent and creativity of people around you**



ENTHUSIASTIC HEROES

Shaping a progressive, enterprising future



The future is about more than your business, it is about creating a fertile environment for us as a nation to rekindle our ambition, enterprise and reputation for innovation. Thinktastic's blueprint for regenerating Scotland's progressive spirit is to:

- **Recognise ordinary people can deliver extraordinary ideas and solutions.** You need business models that emphasise fun and free up thinking to create environments where attitudes are transformed – environments where your people are motivated to be courageous, imaginative and innovative.
- **Nurture new generations.** Young people are key to the future. Listen, understand and value the sense of humour, clarity and creativity they contribute to our communities.
- **Invest in enlightened education.** Creativity is as important as literacy. Support and value our young people's creative performance as much as their competency in reading, writing and arithmetic.

Let's nurture a seedbed of future entrepreneurs.

FEEL GOOD
COMMUNITIES

GREENER

HAPPY

ENERGETIC



- **Create environments that inspire.** Focus on making your towns and villages more attractive. Generate a 'feel good factor' in your local community by introducing more colour, humour and a sense of belonging where people feel free to flourish and make a contribution. Inspiring places energise and encourage inspiration, providing a positive future for your family, your community, your business and your nation.
- **Communicate more clearly and eliminate complexity.** Consign bureaucratic language and unwieldy processes to the past. Focus on delivering your messages with clarity.



- **Keep it simple.** Children have a fresh, stimulating outlook on life. Listen to them when shaping future policy and planning. Value their insights to fuel the future.

The time to act is now. To spark societal change and business success in surprising and unusual ways. To free your natural creativity and realise the potential of an exciting new future.

Join Thinktastic as we generate the creative power to fuel the new business revolution.

“How will we achieve this ambitious vision for Scotland? Join me in October at the inaugural ‘**Think Change**’ conference to explore how we can spark societal and business success.”

Mike Stevenson

You’re invited to the ‘Think Change with Thinktastic’ conference

Friday 29th October 2010, 8am to 2pm

Tickets £50, book your place by Friday, 8th October for £42

Programme

Take part in three inspiring workshops, peppered with real life case studies from the private and public sector, to equip you with passion, creativity and vision for making big things happen.

‘Business Conscience Health Check’ workshop

As a multi-award winner and one of the UK’s pioneering Community Mark companies, Thinktastic proves that even a small company can make a disproportionate community impact. Share our secrets.

Learn how to bridge the gap between dusty ‘corporate social responsibility’ jargon and the real heart of your business.

Learn how to sustain a competitive business with a conscience, purpose and drive for serving its community.

Leave with a bespoke action plan and ideas that will change your business forever.

‘Designing Change’ workshop

Design is more than window-dressing.

Learn how creativity unlocks competitive advantage.

Learn how design principles are reducing alcohol abuse in West Lothian and improved performance in BskyB.

Leave with big, bold colourful ideas to make a tangible difference in your business and community.

‘Dour to Do’er – Inspiring Motivation and Morale’ workshop

Using diverse examples from Marks & Spencer, City of Edinburgh foster care services and the University of Leeds, Mike reveals how to tap into the inestimable resourcefulness that exists within our businesses.

Learn how to create and incentivise a loyal workforce that works harder and takes fewer days off.

Learn how to improve and sustain morale and motivation while making tough decisions, in tough economic times.

Leave with powerful new techniques to get the best out of your people.

Who should attend?

Senior management, CEOs, communications and HR professionals. Anyone who is ready to create real change for their organisation and their communities.

The time to act is now. To spark societal change and business success in surprising and unusual ways. To free your natural creativity and realise the potential of an exciting new future.

Join Thinktastic as we generate the creative power to fuel the new business revolution!!

To book your place at this exciting conference, contact Dawn Campbell, Bread PR, at dawn.campbell@breadpr.com or 01224 224 115.

think
t a s t i c

89 Giles Street,
Edinburgh EH6 6BZ
www.thinktastic.co.uk