

## Ideas Lab

**Discover how to spot opportunities and generate good ideas**

**Thursday 22<sup>nd</sup> September, 3-5pm**

Being an entrepreneur isn't about owning your own business, it's about a state of mind and a way of thinking that gives you the ability and agility to apply your technical expertise and skills to respond to what's happening in the market.

This workshop will show you how to develop an entrepreneurial mindset, so you can identify opportunities and generate good ideas that have the potential to solve real problems for people. Working with a case study in the field of healthcare, you will use your creativity to come up with new ideas for products and services and learn how to innovate in your sector.

It's a fun and interactive experience that will give you a taster of the innovation process and inspire you to generate ideas – something employers really value.

### **You will gain**

- An understanding of how to spot opportunities
- The ability to stand in someone else's shoes and empathise with their needs
- A chance to communicate ideas in a compelling way and gain support from others
- A set of tools and techniques to develop your creative thinking
- The confidence to make an impact in your field