



OPEN GYM

Brave New Workshop's *Open Gym* is a powerhouse of idea-generation meant to live directly within your company. Lasting innovation is triggered by a new mindset and a new series of behaviors—which (just like any exercise) must be practiced on a regular basis in order to ensure strength and longevity.

This trainer certification course is designed to teach participants how to lead a collection of BNW exercises and to conduct in-house *Open Gym* sessions in order to help your company maintain its edge, to inspire a culture of innovation and to constantly bring forward new ideas at all levels of the organization.

After completing this training, facilitators within your company will be able to:

- Conduct custom *Open Gym* sessions onsite at your organization
- Learn how to lead a collection of Brave New Workshop's exercises to create, trigger and reward new innovation behaviors
- Be a role model for your entire company to share innovation behaviors

QUICK FACTS:

Ideal for:	Company facilitators
Participants:	up to 20 per session
Time:	8 hours
Includes:	Encyclopedia BNW (a book of innovation exercises)