





Training Challenges For Innovation Teams

TIME PRESSURE

FAST-MOVING

NEED TO APPLY IMMEDIATELY

REMOTE / HYBRID WORK

What Do Innovation Teams Most Want from Training?

EASY TO FIT IN

ENGAGING

EFFECTIVE

Gym vs Classroom Training



Classroom

MORE PASSIVE

SINGLE STIMULUS

MORE THEORY AND DISCUSSION



Gym

SIMPLE

STORY

ACTIVE LEARNING

MULTIPLE STIMULUS FORMATS

Principles of Innovation Gym



Simple

= CORE + COMPACT



Stories

TO RELATE AND
CONNECT IDEAS



Repetition

IS HOW WE BUILD
AND STRENGTHEN
NEURAL PATHWAYS
IN THE BRAIN



Variety

OF FORMATS
TO BETTER STIMULATE
LEARNING

What Does An Innovation Gym Session Look Like?



PRE-WORK VIDEOS
TO “PRIME” MUSCLES



GYM SESSION (2 HOURS)
CASE STUDIES & ACTIVE “REPS”



POST-SESSION
SUPPORT MATERIALS
ENABLE PRACTICE AND
REINFORCEMENT OF LEARNING



“THIS TRAINING FROM UNTAPPED REALLY HELPED GET THE TEAM READY TO APPLY THE SKILLS THEY’D LEARNED. IT WAS CLEAR, SIMPLE AND FULL OF PRACTICAL APPLICATION AND USEFUL RESOURCES TO MAKE THE LEARNING VERY EFFECTIVE”

INNOVATION DIRECTOR, FMCG FOOD & BEVERAGE

Innovation Gym Menu

Deep Human Insight

1. DEEPER INSIGHTS

Unearth deeper human insights with projective research techniques

2. USER TARGETS

Use qual and quant techniques to identify and profile different target users



Product Development

3. USER JOURNEY

Unlock user pain points and opportunities by researching your product

4. IDEAL PRODUCT TO MVP

Translate the ideal consumer experience and product insight into an ideal product model



Story-Led Design

5. STORY-LED IDEAS

Create innovation ideas with the power of story thinking

6. CONCEPT THINKING

Writing strong concepts with insight, benefit and RTB components



Making Innovation Real

7. CLAIMS & DEMOS

Identify trial barriers and translate these into strong claims and demos

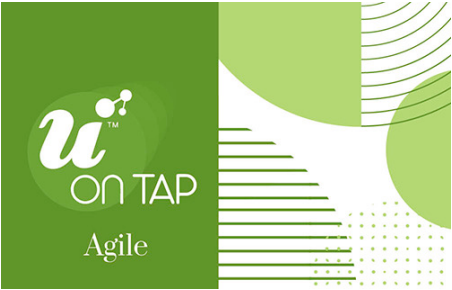
8. IDEATION & SPRINTS

Run ideation sessions and sprints live or virtually to develop breakthrough ideas





Pricing



3 SESSIONS
£9,570



6 GYM SESSIONS
£14,175



9 GYM SESSIONS
£18,000

Each Gym session with up to 5 people in each



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