

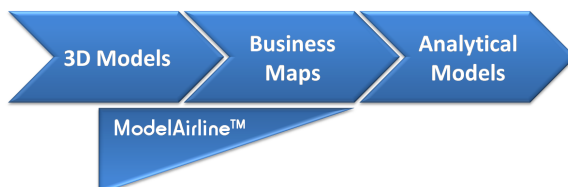
News Perspectives from Invenzyme - March 2009

2009 sees the European Year of Creativity and Innovation and celebrates the 200th anniversary of Darwin's birthday.

The two may have more in common than you think. Evolution in the business world is also about adapting to a changing environment and survival of the fittest. Innovation is one way of keeping your organisation's "gene pool" diverse and maximising your ability to cope in a downturn. So make sure you tap into the collective intelligence of those around you and try out new things. Stay agile and don't become the next "dodo business"!

ModelAirline™

Invenzyme has launched a new approach to balancing stakeholder interests in the world of air transport.



The approach builds on our airline analysis and strategy expertise and also brings in the fresh perspective of three-dimensional modelling.

Balancing diverse and often conflicting stakeholder interests is essential for airlines and airports to secure the most beneficial outcomes. ModelAirline™ effectively brings stakeholders together to develop three different types of business model that work to align interests, improve processes and support decision-making. [Click here to find out more on our website.](#)

Benefits include:

- An opportunity to articulate a shared stakeholder vision*
- The ability to stress-test your strategy*
- Collaborative working amidst diverse interests*
- Simple guiding principles to support better decision-making*
- Business maps of key stakeholder relationships*
- A blueprint for analytical decision-support tools*

Invenzyme at the Thames Valley Innovation Festival

In November 2008, we ran four workshops with fellow LEGO SERIOUS PLAY partner Disruptive Play.

Participants had the opportunity to experience the business benefits of Serious Play as a fast-track path to systematic creativity and innovation.

In the surroundings of InnovationWorks, a dedicated workshop space at the University of Reading, participants from companies as diverse as Ladbrokes, BAA, IBM and BT collaborated in the development of a new product, became entrepreneurs for a day, and articulated group wisdom to see them through turbulent times. [See more pictures of the day on our website.](#)



Launch of UK Airline Pilot Productivity Monitor

In January, we launched the first in a series of publications analysing the productivity of aircrew.



The UK Airline Pilot Productivity Monitor is the first public domain analysis of its kind, and highlights the significant differences in unit pilot costs and annual hours flown, with low cost airlines generally faring best.

The monitor will be updated in Spring 2009 to include data for 2008, following on from the overall decline in hours flown witnessed in 2007.

[Download the free monitor from our website.](#)



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Decision-Making Survey

How good are your management decisions? Are they well informed, independent of political bias, and bought into by those who need to carry them out?

Our business partner Genesis Management Consulting has conceived a survey to understand the process, organisational and behavioural factors associated with good or bad decisions. If you have ten minutes, click below to take part. Remember to provide your contact details if you would like to receive the results.

Decision Making Survey
CLICK HERE

LEGO® SERIOUS PLAY™ and the Google Zeitgeist

The LEGO Group took part in the 2008 Google Zeitgeist Conference, where LEGO PLAY FOR BUSINESS Senior Director Lewis Pinault explained the background behind the LEGO SERIOUS PLAY approach and led participants through some simple building exercises.

[Watch the video](#) to find out what one of the world's most innovative organisations makes of one of the world's most creative consulting tools!

Free Demo

[Contact us](#) if you would like a free no-obligation one-to-one demo of LEGO SERIOUS PLAY.

