

# BRAINSTORMING SERVICE



For those  
seeking  
innovative and  
cutting-edge  
solutions

Brainstorming sessions provide Québec companies with access to the unique expertise of CRIQ's multidisciplinary specialists.

This service opens the door to new innovations that can help companies boost their productivity and competitiveness.

# BRAINSTORMING SERVICE

Seeking innovative and cutting-edge solutions to enhance productivity and competitiveness

## A SIMPLE PROCESS / TWO OPTIONS



Process steps	Quick option	Storming option
<b>1. Preparation of brainstorming documents and session:</b> <ul style="list-style-type: none"> <li>Session preparation includes a brief analysis of the TRIZ method (theory of inventive problem solving).</li> </ul>	●	●
<b>2. Putting together the CRIQ team</b>	●	●
<b>3. Brainstorming session</b> <ul style="list-style-type: none"> <li>Three hours</li> <li>4 CRIQ experts and 4 representatives selected by the client</li> <li>Possibility of photographing sketches, charts, etc.</li> <li>Sharing of all written documents, notes, or sketches resulting from the session</li> </ul>	●	●
<b>4. Brief assessment of concepts and written recommendations</b> or <b>Summary of the first brainstorming session and preparation for a second session</b> (new team, if necessary)	●	●
<b>5. Second brainstorming session</b> <ul style="list-style-type: none"> <li>Three hours</li> <li>4 CRIQ experts and 4 representatives selected by the client</li> <li>Possibility of photographing sketches, charts, etc.</li> <li>Sharing of all written documents, notes, or sketches resulting from the session</li> </ul>		●
<b>6. Written report and recommendations</b>		●

## BENEFITS

- Access to a multidisciplinary team
- A quick and economical approach

For information or advice on our brainstorming service:

**François Gingras**, director  
 Productivity and Industrial Systems  
 333, rue Franquet, Québec (Québec) G1P 4C7  
 418-659-1550 / 800-667-2386, ext. 2209

**Guy Genest**, Coordinator  
 Business Development  
 333, rue Franquet, Québec (Québec) G1P 4C7  
 418-659-1550 / 800-667-2386, ext. 2879