

Ideation refers to the process of developing and conveying prescriptive ideas to others, typically in a business setting. It describes the sequence of thoughts, from the original concept to implementation. Ideation can be expressed in graphical, written, or verbal terms. Ideas and solutions can be generated through sessions such as Sketching, Prototyping, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques.

<https://thebusinessprofessor.com>

Robert Zend

An innovative climate is a firm atmosphere that fosters and propagates creative mechanisms to achieve its goals. Research on firm climate focuses on the employees' perception of the work climate, which influences their attitudes and behaviors at work. Before you start ideating, take into consideration the following tips that will result in an effective brainstorming session and help to generate the next great, consumer relevant, and revenue driving idea for a business.



- **KNOW WHERE YOU WANT TO GO:** Do you know what you want to achieve with the ideation? Take the time to define the goals and objectives of the ideation before you start the sessions.
- **KEEP THE CONSUMER TOP OF MIND:** Know who you're creating the ideas for and what problems and needs exist that your brand can solve in creative new ways. Remember – You Might Be the Consumer!
- **LEVERAGE DIVERSITY OF THINKING:** Bring in team members from a variety of functions or backgrounds, even those who don't have experience in the area in which you are innovating.
- **SPARK IDEAS WITH CREATIVITY AND HUMOR:** Fun and laughter have a physical impact, freeing the imagination and leading to genuine creativity to get to breakthrough ideas.
- **FOCUS ON THE WHAT, NOT THE HOW:** The moment you hear “we can't do that because...,” creativity loses steam. Remember, you want to keep your ideas “out of the box,” as much as possible.
- **SAVE ALL IDEAS AS THEY LEAD SOMEWHERE:** Don't lose any of the ideas you generated. Make note of them and store them where you can access them for a jolt of inspiration. Who knows where each idea can ultimately lead you?!

What Our Graduates Are Doing Now?



I am **Soumaya Hamandi**. I graduated from AUCE in June 2019 with a BA degree in Banking and Finance. I am currently continuing my MBA studies in Finance. I am presently working as Assistant to the Dean at AUCE. My personal slogan in life was always "If you can't do something with it, then create something out of it".

I am **Jean Bakhos**. I received, with honor, my BA in Management from AUCE in 2020. I engaged in the Auto parts business at Bakhos Trading. Then, I established my own company, "Jean Bakhos Spare Parts S.A.R.L." in 2012 and still innovating in this field by preparing and recently launching a new project (Autopartsleb.com) that will shift the auto parts business to a new era. I am a social activist and the co-founder of the organization "Body and Soul of Lebanon". I was elected as a municipal council member from 2010 till 2016.



I'm **Oliva Chrif** – 21 years old. I have a BA in Banking and Finance from AUCE Nabatieh. I thank AUCE for all the support provided throughout the past years. I have an online business "Vera_cosmetics_", in addition to Vera store for beauty and cosmetics products and services. I am so grateful to have my own job. I'm always hyperactive, especially, when I'm at work. I want to learn about everything. I'm an assiduous girl and I love my life.

I am **Mohamad Kassab**. I have graduated from the American University of Culture and Education (AUCE) – Tyre campus with a Bachelor Degree in Management Information Systems. Currently, I am working as a customer care representative in an American international company in Belgium called Becton and Dickinson.



Who Moved My Cheese?



SPENCER JOHNSON

A Must-Read Book

Who Moved My Cheese, a bestseller by Spencer Johnson published in 1998, is a parable about the inevitability of change, the ways in which we typically deal with it, and how revising our attitude toward change can reduce stress and increase success.

It is a story that demonstrates in practical terms how to handle change better and avoid pitfalls, by practicing a few key principles: anticipate and prepare for change, overcome fears, envision success, and enjoy change. By depicting simple, memorable characters and scenarios, the parable gives you a framework for responding to change successfully.

The story takes place in a maze, where four characters search for and consume cheese. Cheese represents happiness or satisfaction in its various forms — for instance, security, prestige, or wealth.

Did You Know?

Safest Countries in the World 2021

According to the Global Peace Index, there are 23 different indicators used to determine how safe or how dangerous a country is. The factors used to compile this report include: Number of internal and external violent conflicts, Level of distrust, Political instability, Potential for terrorist acts, Number of homicides, and Military expenditures as a percentage of GDP. Based on these factors, a score is calculated for each of the 163 nations featured in the report. The lower the score, the higher the nation is ranked in terms of safety.

The top 10 safest countries in the world are as follows:

1. Iceland
2. New Zealand
3. Portugal
4. Austria
5. Denmark
6. Canada
7. Singapore
8. Czech Republic
9. Japan
10. Switzerland



<https://worldpopulationreview.com/country-rankings/safest-countries-in-the-world>

Meet Your Instructors



I am **Zahraa Darwish**. I have a Bachelor Degree from the Lebanese University and an MBA in Business Administration from AUCE. I am currently doing my PhD in CEDS University, Paris. I worked as an HR Manager in Shahed Pharm Company, where I have created the "Performance Development" program and worked on the recruitment policies. Then, I held the position of Administrative Assistant at Atlas Holding sal. I am currently a part-time instructor in the Faculty of Business at AUCE. I teach a variety of courses in management and marketing. My slogan in life is ***"Always do your best. What you plant today, you will harvest tomorrow"***.

I am **Dr. Charbel Boutros El Ammar**. I am a part time lecturer in the Faculty of Business at AUCE since 2016. Throughout these years, I taught Marketing courses. I hold a PhD from Bucharest University of Economic Studies. I have several scientific articles presented at international scientific conferences and published in prestigious indexed journals covering a wide range of topics in Strategic Management in the Public Sector, Public Governance, and Innovation in Public Administration. In addition to my academic career, I am currently a Head of Section at First National Bank – Nabatieh Branch. I have received many awards throughout my journey in the bank and I have been congratulated several times by the General Manager for my outstanding performance. My slogan in life is ***"Translate Vision into REALITY"***.



My Name is **Rana Mawas**. I am born in Tripoli, Lebanon, in 1982. I am currently an instructor at AUCE. I teach Management and MIS courses since 2009. I also have eight years of experience in the HR department at the Lebanese University. I am a Business Coach at Seac organization in collaboration with UNDP. I have a Master's Degree (2009) in Business (Management Information Systems) from the Lebanese University. I am interested in everything related to the information systems and data sciences in the business field. I am married and have one child. My slogan in life is ***"The capacity to learn is a gift; the ability to learn is a skill; the willingness to learn is a choice."***