

The X2 Super Solutions Ideation Workshop

A value packed workshop over 2 days where we scientifically dissect your business problems, then creatively invent tangible, smart workable ideas ready for implementation.



Andre **Le Roux**
Owner of Red Team Intelligence.

[LinkedIn Profile](#)

Darren McKay

A multi-awarded advertising industry heavy-weight of 20+ years. Darren conceptually directs large and small brands for local and international markets across integrated media frameworks. He has spent the last 9 years developing innovative digital, traditional and experiential business ideas for some of SA's most influential businesses.



Darren **McKay**
Owner of Greenhouse Advertising

Andre Le Roux

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Spent the past 10 years researching, understanding, developing, testing and utilising a wide range of mental models and thinking systems to improve and impact strategic thinking and project outcomes. Andre has worked with some of the most dynamic and successful businesses in South Africa, Africa and the World and spent the past 15+ years developing strategy and influencing strategic thinking at the highest levels of business.

Our Method:

A "powerful chemistry" combining science and creativity that works synergistically to develop practice brand and business solutions in a short, effective manner.

The problems we are solving for clients?

In this superfast, complex and pressurised business world, we are solving the following problems:

1. Quick turnaround, high impact solutions in a workshop.
2. Practical outcomes and take-aways from the workshop.
3. Quality for money product - lots of outcomes for relatively low price point.
4. Clients leave with a viable, packaged solution that can be implemented.
5. All the collective brainpower and experience upfront where it's needed most.

One powerful result /outcome?

An accelerated, scientifically developed, creatively visualised business solution.

How will it work?

1. **Creative problem solving** - bring us your problem and we will solve it in two days.
2. **Better your existing idea** - bring us your idea and we will make it bullet proof in two days:

Day 1

Defining the building blocks of the solution

The Critical thinking process where we map out the core building blocks of the problem and the possible solutions that we can use to solve the problem.

1. Define the problem and why the problem exists
2. Diagnose the problem, the information, facts and assumptions on the table
3. Broaden the thinking, develop new scenarios and ideas of how to solve the problem
4. Use contrarian thinking and stress testing to understand what is the best possible idea that we can use
5. Bring it all together, synthesize it all – what is the "best strategic solution?"

Day 2

Ideating the solution. Making it real.

The creative conceptual process where we brainstorm practice campaign propositions and big idea solutions gained from the insights and findings of Day 1.

1. Translate the strategic solution into creative platforms
2. Make it human – what human inspiration and insight can we use to make the solution more human and customer centric?
3. Wild ideas – what (relevant)wild, out-the box creative solutions can we unpack and define?
4. Distil ideas into the most powerful executions
5. Prototype and package it.



Businesses where we've added value.

SAB / INBEV, ESnell, Imperial group - Motus, JD Group, SPAR group Nuwater Global, Nandos, Musica, Coca Cola, Bacardi, Nescafe, Unilever, Hilton Hotel group, Mantis group, Opel, Adidas...



NuThinking NuSolutions NuWater



Email Darren: darren@the-greenhouse.co.za to book a date.

