

# Idea Hunter

## Crowd Ideation to Engage Everyone

Many people find it challenging to maintain momentum after training. The day after your training it's like it never happened...

Shine offers Idea Hunter, a mobile digital tool that continues to engage people after the event. Participants can put what they've learned to use and crowdsource ideas and situations to create a flow of inspiration.



## Take your ideation out of the conference room

Once you know how to appreciate CX, good examples and cases are everywhere

Idea Hunter makes ideas accessible at all times, ensuring that they are handy whenever inspiration is needed. It allows staff, management, key partners, and even customers to play a part in the ideation process. Frontline staff are the greatest source of ideas, as they interact with customers every day.

Using the framework and directions provided by the Experience Archetypes®, participants “hunt” for and share ideas in their daily lives and work. Good ideas are recognized and rewarded. Breakthrough ideas come to those who are always looking for them. Once people start looking for ideas, they find them everywhere.

### Key benefits:

- After class, members are engaged. They will implement what they have learned in the course and continue to learn.
- Connects everyone in the organization and allows them to participate in CX creation.
- Provides a platform for administration and staff communication.
- Encourage innovation so that employees who have excellent ideas are recognized and rewarded.
- Creates an idea box for motivation and an innovation pipeline.



Everyone is your Idea Hunter

# TRAINER AND FACILITATOR

**Kim Lau** a certified Associate Certified Coach and NLP practitioner, is a dynamic corporate coaching professional based in Hong Kong. Specializing in English coaching for Fortune 500 MNCs, she brings expertise in talent development, using engaging workshops with whole brain techniques. Notable for boosting productivity and competencies, Kimberly's consulting extends to assessment centers and interview skills preparation.



With a background in law and recognition from the British Society of Business Practitioner, Kimberly has served as the Learning and Development Director for a leading education services provider. Her diverse training portfolio covers assessment centers, interview skills, brand management, business communication, etiquette, presentation skills, sales, customer service, social media marketing, and talent management.

Key clients include Citigroup, Duty Free, HKU, HSBC, LVMH, and more. Kimberly Lau is a sought-after consultant, known for her impactful training methods in customer experience and corporate coaching.

**Consumer Experience is a market phenomenon, and it is constantly evolving. Brand-customer relationships have changed, and brands must adapt to expand or merely survive. Achieving a successful customer experience requires a constant multidisciplinary process involving everyone's efforts. Shine provides Customer Experience Solutions to address the following concerns:**

1. How to kickstart CX?
2. How to setup CX strategies?
3. How to have everyone buy-in and involved?
4. How to apply innovation to CX?
5. How to create and execute ideas?
6. How to make impacts with limited resources?
7. How to promote your CX?
8. How to measure experience and track performance?
9. How to get people up to date on CX?
10. How to cultivate CX culture?

## Customer Experience Solutions



e-Learning  
**Learn Fundamentals**



Crowd Ideation  
**Engage Everyone**



Co-create Workshop  
**Innovate Experience**



Quantitative Research  
**Measure Results**



e-Learning  
**Stay Updated**