



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...

Charmance Group 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

Sylvia Chan is a seasoned business consultant and award-winning author with over 25 years of diverse experience in fields such as manufacturing, legal, communications, and finance project management. As a Senior Vice President in a business consultancy, she has successfully led multimillion-dollar international investment projects. Sylvia is also a dynamic corporate trainer for Dale Carnegie Training Hong Kong and the Hong Kong Productive Council, specializing in leadership, coaching, human relations, and various other skills.



With a BA in Economics from Boston University and a Master of International Communication from UNITEC Institute of Technology, Sylvia is a Certified Transformational Coach from Paradigm 21 Executive Leadership Coaching Academy. She received the Quilly Award for her contribution to the best-selling book "Soul of Success Vol.2."

Notably, Sylvia's expertise extends to customer experience consulting, where she excels in quickly assessing client needs and providing tools to overcome challenges and enhance performance. Her energy, enthusiasm, and extensive industry exposure uniquely position her to address the evolving needs of businesses in today's dynamic environment.

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. Charmance Group 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