

## Newsletter # 2 – March 2009

### Some inspiration, for your inspiration

Hi there,

Amazing huh? We've managed to compile our second Dynamic Horizons newsletter on time (well almost) and on budget (which is precisely zero). We've pulled together heaps of innovation resources for this issue, including:

1. Innovative ideas that will inspire and motivate you
2. Jason's first innovation rant
3. Half price researchers
4. Tony Buzan in Australia
5. Visual resources for presentations

And like last time we're running a competition where you can win some wine so make sure you read to the end!

Finally, any feedback or thoughts please email [tim@dynamichorizons.com](mailto:tim@dynamichorizons.com)

#### Inspirational ideas

Sometimes we get so caught up in the process of "innovating" that we forget to look for external stimuli to spark new ideas. With this in mind, we would like to share some very cool sites that will undoubtedly inspire, challenge and motivate your thinking.

Not sure where to focus your innovation efforts in this crazy mixed up world? Then have a look at [trendwatching.com](http://trendwatching.com) which reports on the latest business and consumer trends. Monthly briefing papers can be downloaded for free and cover topics ranging from Free Love to Eco-Bounty. See all their briefing papers [here](#) and make sure you read the [Innovation Avalanche](#) issue with the great subtitle "41 new business ideas ready to be copied, er...get inspired by"

Next, check out [springwise.com](http://springwise.com), trendwatching's brilliant sister site which showcases innovations from all over the world. Ideas are categorised by [industry](#) and the site does a good job of providing background on each concept and explaining why it is unique.

And last but not least, [thecoolhunter](#) is always worth a visit to learn about new ideas from heaps of different industries. The site is full of great photos and features corporate innovations as well as start-up ideas.

#### Jason's Innovation Rant

If I had a dollar for every time I have heard Corporate Executives say "The problem around here is that our people are fearful of failure" – I reckon I could retire. The fear of failure is a myth and I would like to debunk it once and for all.... [read more](#).

## Half Price Researchers

Earlier this month the Federal Government launched its \$10 million Researchers in Businesses Scheme, a program designed to bridge the gap between public sector researchers and business. Under the scheme, small to medium sized businesses can receive funding for 50% of the cost of a researcher, up to \$50,000. More information on eligible research topics and conditions are available [here](#)

Our good friends at the [Australian Institute for Commercialisation](#) have been contracted to facilitate the bringing together of businesses and researchers, guide their collaboration and to ensure they complete an appropriate application for funding (all at no cost to the business or the researcher).

So if you think your business could benefit from a new researcher (at 50% off!) let us know and we'd be happy to put you in contact with the right people at the AIC.

## Tony Buzan in Australia in May

Tony Buzan, the inventor of Mind Maps and founder of the World Memory Championships is visiting our shores as part of the Australian Innovation Festival. Regarded as one of the world's foremost authorities on thinking and the brain, Tony is a regular keynote speaker on memory, creativity and innovation.

Two events are planned as part of the Innovation Festival, in Melbourne on May 19 and Brisbane May 21. In each city Tony will be presenting a half-day **Creativity & Innovation Seminar** followed by an afternoon **Advanced Mind Mapping Master Class**.

Visit the Buzan Australian [website](#) for more information and to view Super Early Bird rates only available until the end of March.

## Visual Resources for Presentations

The DH team does quite a lot of presenting... come to think of it; we're on the receiving end of lots of presentations as well. One of the key differences between amazing and awful presentations is visual impact. If you're giving a presentation anytime soon here are some great resources you can use.

To see how presentations should look you can't go past [Slideshare](#). Thousands upon thousands of presentations have been uploaded, allowing you to browse by topic and draw inspiration from your favourites. Visually, one of the most impressive slideshows doing the rounds is [The Brand Gap](#). We highly recommend you check it out and thanks to Chris Thomson at HWL for bringing it to our attention.

When it comes to pictures for your presentation Clip Art is an absolute no no. If you want really good pictures and don't mind paying for them then [iStockphoto](#) is the best resource. You can search images by theme, colour, composition etc and high quality pictures will only cost you a couple of bucks each.

For free images that aren't quite as searchable (but great regardless) have a look at [flickr](#) or [stock.xchng](#).

Hope that gives you some visual food for thought and good luck with your next presentation!

## Your chance to win something!

And now for our monthly competition where you can win a two-pack of Dynamic Horizons wine!

**The Situation:** Dynamic Horizons is developing a series of three innovation workshops. The working (i.e. boring) titles for these workshops are currently Novice, Expert and Master.

**The Challenge:** We want your help to think up an awesome name for each workshop. The names should be edgy and fun, and convey progression from the first workshop through to the last.

**Get Involved:** If you have any great suggestions send them our way! We'll then select a winner next week and let everyone know who will be getting the wine.

Kind Regards,

The Dynamic Horizons Team



p 03 9350 3678 f 03 9445 9201  
[www.dynamichorizons.com](http://www.dynamichorizons.com)