

B I F

Better Ideas Fasterrrrrrrrr!!!!!!!

Introducing BIFKiDS for Brands

By Matt Hart

MATT HART INSPIRING INNOVATORS SINCE 1998

Matt Hart - founder of Better Ideas Faster - is a 6ft2ish, straight talking, t-shirt & jeans wearing, business/social/environmentally responsible, surfing, laid back coffee loving kiwi with 20 years experience galvanising 'innovators' within global corporates and beyond.

Matt's a bit unique in so-called innovation consulting. Where other's stick within a single domain, his restless curiosity had him 'follow-the-problem' - from designing and leading new product development projects, to training people in the behaviours of creativity - ultimately transforming businesses to become more innovative.

It's these 3 disciplines - Ideas (process), People (creativity) and Culture (purpose) - that coalesce into the behaviours and ways of 21st century innovating known as BIF.

BIF is these 3 disciplines combined to solve the problems of 20th century innovating. And it's been Matt's single handed, single minded mission to codify being a 21st century innovator. The BIF products he's creating serve clients now AND help develop the next generation of creative problem solvers.



INTRODUCING BIF

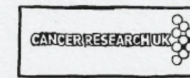
Yes, ideas can change the world. So we need better ones... and we need them now!

The ability to have ideas is within us all; being creative, solving problems, innovating new solutions. But we need help to release them. With the right inputs and behaviours we can better our ideas, and by following the right processes we can realise them faster.

BIF is a platform to quickly realise creative potential. Created from 20 years of proven global works, it's made up of digital learning, collaborative apps with experiential workshops and used by the likes of Cisco, Spotify and Unilever, the BIF platform enables better ideas faster.

We work with the individual and the group, with the C-Suite bettering today's leaders, and with our kids creating tomorrow's.

BIF is creativity, for all of us.



Unilever



SONY MUSIC



INTRODUCING BIFKiDS

Matt travels the world helping people and organisations become more creative so they can produce better ideas, faster. Seven years ago he embarked on his best journey, fatherhood. As a Dad, his thinking has naturally focused on his children, their world, and the one they will inherit. Through this focus, and his innate insight driven view of the world, he began with an idea, which has now grown into BIFKiDS.

Starting with Ideas Girl (and coming soon Ideas Boy) BIFKiDS is a creative problem solving platform and ecosystem built using Matt's professional expertise and products. In his own words ...

“Kids are naturally curious and fearlessly creative and too often we are educating them out of it.

BIFKiDS is here to change that, starting with Ideas Girl”



THE WORLD NEEDS BIFKiDS

*“What will be left for humans when the robots arrive?
It’s obvious: creative jobs, jobs that need empathy, jobs
where you’re generating ideas, jobs where you’re problem
solving. All these are undervalued in schools”*

- Peter Hyman, School 21. Stratford. London.

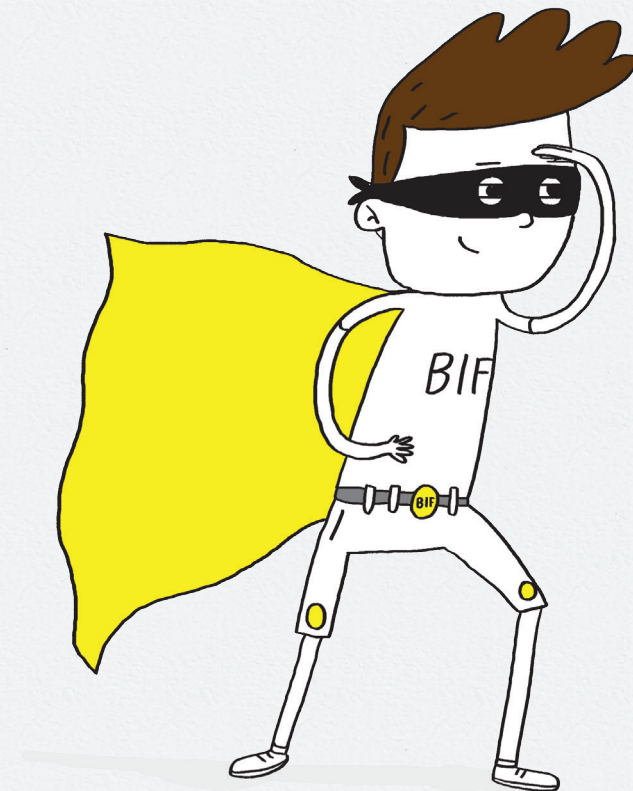
We live in the time of the great acceleration. On the one hand this creates the greatest opportunity we’ve ever had as a species, to connect, collaborate, create and invent; fusing technology with human insight into a myriad of new ideas.

On the other, we are looking at a period of peril, as our rapidly expanding global society struggles with the challenge of balancing our relationship with nature and working out how to provide food, shelter, health and purpose in our collective lives. For that to happen we need new ideas and solutions.

Like never before we need to equip our children with the the creative skills of empathy, curiosity and resilience alongside a practical understanding of the power of collaboration. This is a vital task for all our futures.

BIFKiDS is a response to this need. Fun, engaging, natural for children, it is a way to augment their structured education with a complimentary set of tools, and a process they can learn once and replicate for ever.

We need ideas. We need better ideas faster. And we need a generation ready and inspired with everything they need to create them.



BIFKIDS FOR BRANDS

“CSR, sustainability, purpose, these are all iterations of the same thing, all moving towards an unavoidable new normal. At some point in the near future we need to live in a world where all business has a positive social and environmental impact on the world, and the brands that do this for real will be the winners.”

- Jamie Burdett, 20 years in innovation and sustainability

Through Matt’s work with some of the world’s largest brands he knows a thing or two about corporate need. He also understands their requirement to innovate as rapidly as possible towards positive change. Brands in the modern world are about what they do and tell, rather than just what they tell. Their stories must emotionally engage their audiences on a deep enough level to connect with global and local concerns that people are now all too aware of.

They must go way beyond just the provision of goods and services to become the leading force for a shift towards a more equitable and balanced world. We are seeing this shift through the actions of some of the world’s leading companies and it provides hope that this will be an accelerating journey that has already started.

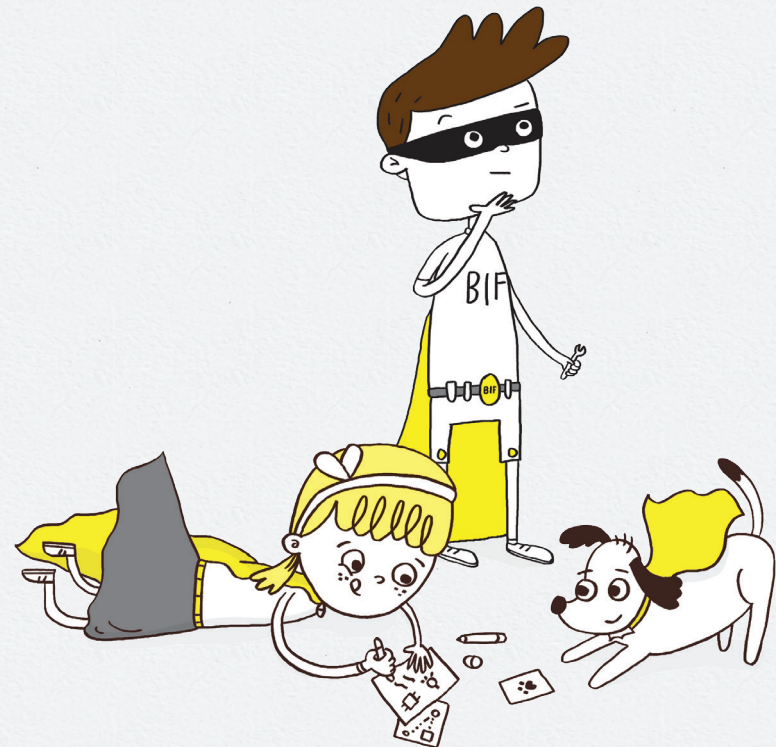
Within this, BIFKIDS can play a role.

With the Sustainable Development Goals as a guide to what’s needed, more briefs perhaps than goals, BIFKIDS works with brands to create solutions:

‘by kids, for kids’

These solutions can be imaginations brought to life as a storybook, shared with a brand’s staff, stakeholders and customers as a communication of their intent - or go even further into new product or service development.

Working with BIFKIDS, we help brands understand a great question, convene groups of children connected to their companies and provide a process that produces amazing communication assets, a beautiful story and a fun project.



BIFKiDS & BRAND COLLABS: HOW IT WORKS

1. DEFINE THE CHALLENGE

- Matt and team work with the brand team
- Define a space and question relevant to the brand
- Determine the size and scope of the project
- Design a tailored programme
- Agree on expected outputs and outcomes
- Identify and agree on right kids to work with
- Connect and collaborate with communication team
- Sign-off brief and project plan



2. BIFKiDS WORKSHOP

- Connect with school/parent group for workshop prep
- Undertake all setup works including media releases (if req)
- 1 day problem solving/storymaking workshop
- Inspiring conversation start to deep dive the challenge
- Group reading of latest BIFKiDS story to stimulate the storymaking narrative
- Break out for paired/teams problem solving
- Mid-way ideas sharing for collaborative learning
- Then into idea-maker session to bring their ideas to life
- Finale as BIFKiDs Presents; teams presenting their finished idea
- Closing on announcing the 'winning' idea that will inspire a new IdeasGirl/IdeasBoy story

3. ACTIVATE BRAND OUTPUTS

- Matt and team use 'winning' idea to craft new BIFKiDS story in which the brand plays an important role
- Story is illustrated and designed as first draft
- Draft sent to brand for comments and feedback
- Edits made and story completed ready for printing
- Depending on the brief the story can also be animated and prepared for social release (including making of short film)
- All completed assets delivered (either as final artwork or printed books)
- Further collaborating with brand/brand agencies to assist in comms planning and activation
- Co-launch against agreed collab strategies and goals
- Custom NPD ongoing development when the idea and/or opportunity demands

BIFKiDS CREATIVITY UNDERPINNED BY INNOVATION PROCESS

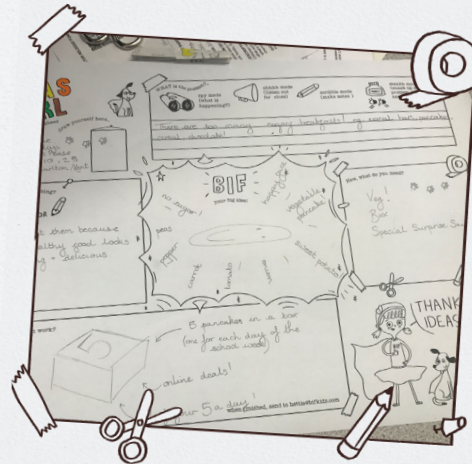
1. INSPIRE

Reading stories to show problem solving in action



2. CHALLENGE

Setting the task and how to use BIFKiDS worksheets



3. IDEAS

Working in self selected teams to create ideas



5. MAKE

Idea-maker session to bring ideas to life



6. PRESENT

Confidently presenting their idea as a creative story



4. SHARE

Showcasing work-in-progress



BIFKiDS COLLAB E.G. IDEAS GIRL &



“How could we better make, move and use power?”



Scoping the Powershop Challenge



Adopting Global Goal 7: Affordable and clean energy for all



BIFKiDS workshop ideas



Creating collab brand assets



Selecting the winners



Resulting in new brand campaign: PR/Social/CRM/CSR/etc

BIFKiDS COLLAB CONTACT

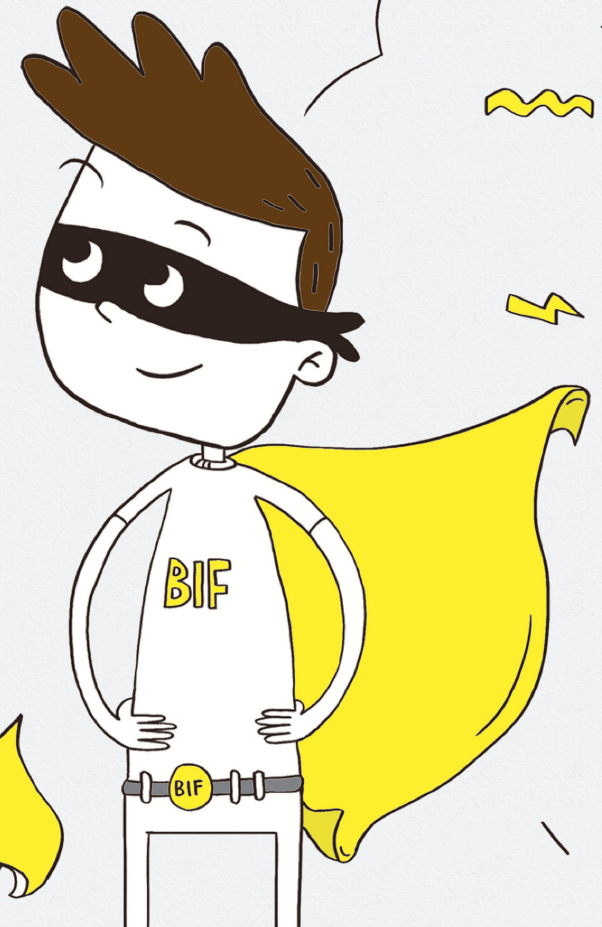
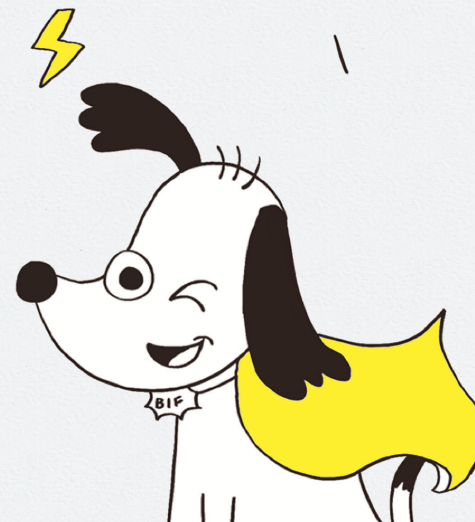
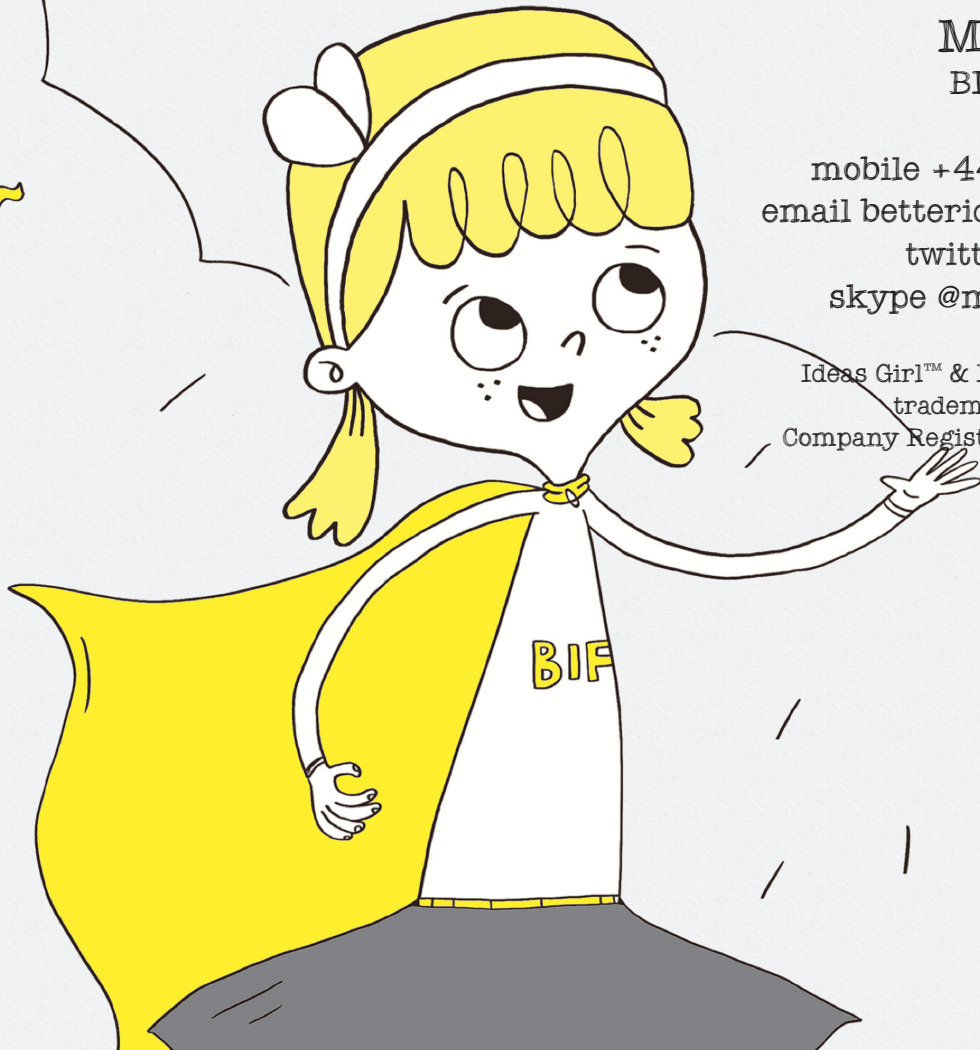
For more on how BIFKiDS can collaborate with your brand and/or organisation, please contact directly using details below.

Aroha

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BIF COLLABS

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