

# CREAZY



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## Who we are



Creazy was founded in 2000 and originated from Techzy. Techzy was the result of the combined knowledge between a creativity expert and an expert on corporate processes and engineering.

**Today, the company is a network of facilitators, coaches and trainers.**

Moreover we also offer an extensive network of participants to make sure that eventually the right people are sitting around the table.

Creazy follows high standards: sharp minds, energy, passion for innovation and creativity and, above all, openness for new ways of thinking and acting.

It is the combination of **creativity** and **crazy** (no boundaries) that makes Creazy an efficient company.

Our people work closely together with our customers.

**We jointly strive to reach those innovative results that our customers – and their customers – pursue.**

**We even commit ourselves by means of a contract.**

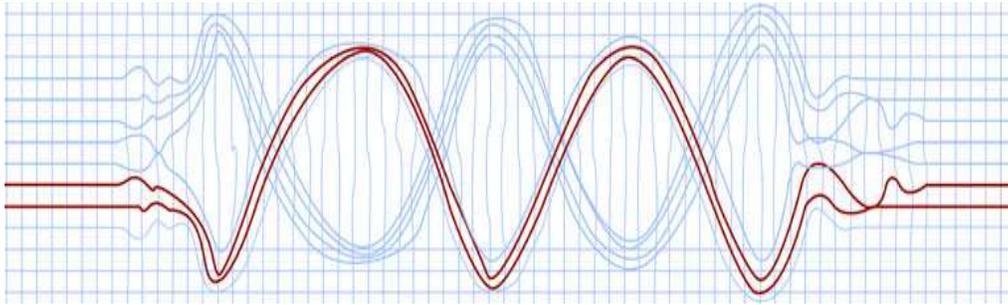
Look at Creazy as a creativity facilitator :  
Always looking for the right solution.

We are people with content, experience, motivation, speed, flexibility. Bottom line, we are to the point.

Creazy satisfies all creative needs for companies.

**If 15 ideas per employee per year are being implemented for 75%, we are talking about a reachable goal for every organisation.**

## Our mission and vision



### Mission

To reach **concrete, tangible results** is a mission that is being exhaled throughout the entire company.

Phases of finishing, selection and prioritising that fully go with this philosophy.

**We do not stop until the gained result enables the customer to fully reach his goals.**

### Vision

**Openness : a door to a successful cooperation.**

A **hinge** is an object of surprising simplicity :

It consists of two parts, connected to each other, that allows a door to open when they are put together.

Therefore this is the symbol of our vision that puts **partnership and openness** in the middle.

Because our goals are, just as the two parts of the hinge, complementary to each other.

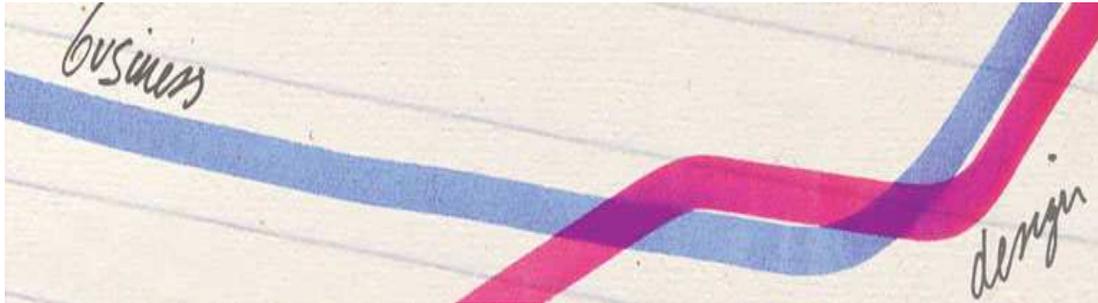
**Your need for sound and usable ideas is being complemented with our ambition to constantly surprise with the quality of our results.**

Our procedures, products and tools and our flexibility are proof of our experience of many years and of an international know-how, but also of a big inspiration and a proven operational value.

Creazy is organised in such a way that it's a true strategic partner for each company and that it is capable of coaching its innovation and strategic development.

**That is why the hinge is a symbol for us, where it is all about our knowledge, our strive for results, our enthusiasm, our service and our commitment.**

## Our assets and values



### Assets

The assets of Creazy can be described as follows :

**We offer you a team, that will think together with you about the process and methodology and that will take care of a crystal clear analysis and report.**

Add to this **our elaborate experience in multiple branches and our continuous strive for innovation**, then you have the assets of a top of the bill modern, full service organisation, that can be compared with the best, nationally as well as internationally.

### Values

Our values do not only indicate how we profile ourselves as a company, they form **a guide for permanent growth and professional excellence.**

These values help us sustain a durable relationship with our customers, within the family of the Creazy team.

#### Leadership:

- We all accept our full personal responsibility, know which direction to follow and gladly accept new challenges.

#### Innovation:

- Creazy strives constantly for improvement and dynamic change.

#### Teamwork:

- Creazy works closely together with its customers and is happy to share knowledge.
- Creazy focuses on relationships.

#### Customer minded:

- Creazy is open to the customers' needs and acts on that immediately and rapidly in an energetic, driven and skilful way.

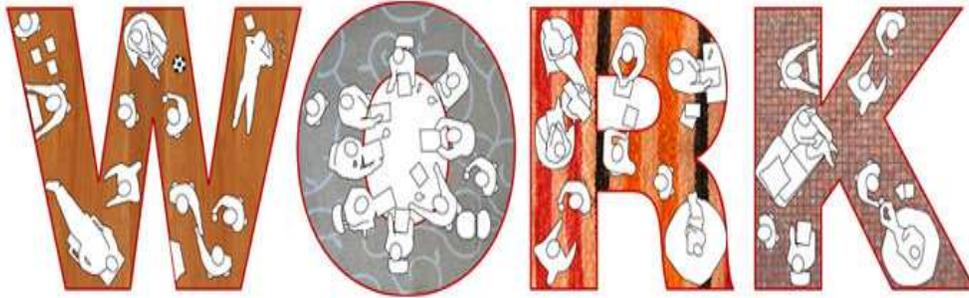
#### Mutual respect, trust and openness:

- Creazy respects each others differences and uses them as a base to grow.
- Creazy values the opinion of other people and mutual trust and realises the value of sharing our knowledge.

#### Integrity :

- Creazy lives up to made promises and puts them in black and white in a contract.

## Our services



**Creazy supports organisations and people to continuously innovate and to fully use their creative potential.**

Creazy coaches ...

- the development of a mid-long and/or long term strategy or vision
- the gaining of knowledge of (the facilitation of) creative processes
- the thinking about new product ideas or a marketing strategy
- the analysis of a product portfolio
- ... each possible innovation process.

Creazy offers a varied programme of services, such as **workshops and creative sessions, training, support, advice and coaching** to lead and increase the creativity within the whole company.

Creazy coaches these processes, so that you can focus on the content.

### **Services that open doors**

Creazy succeeded in understanding the full meaning of creativity by believing in the creative potential of each individual and of groups and by combining this with the accurate and serene approach in the management of industrial processes that contribute and lead to creativity within a company.

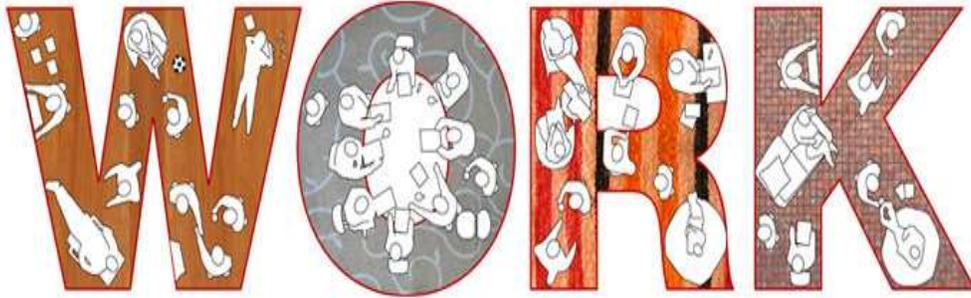
Thanks to the available know-how, Creazy **designs, analyses, executes and communicates a tailor-made solution for each thinkable issue.**

Creazy focuses on results according to different gradations : **creative field, field of ideas, rough idea, fine-tuned idea and developed idea.**

### **Pricing**

The pricing of Creazy depends on **the type of agreement, the level of difficulty, the type of organisation, the gradation of the result, the number of participants and their qualifications and the number of days.**

## Our services



### How do we work

Creazy starts with an **open conversation**. By asking a few questions we will **take a look into the needs** of the company.

Afterwards **the Creazy team gets together** and decides **which services qualify to become an answer to the mentioned needs**.

We **formulate several options** which we discuss together with the customer.

**If necessary, we adjust our options.**

**We discuss together the adjusted option and formulate an offer mentioning the duration and price.**

Finally **we go through the practical side and agreements** to ensure a good start.

## Our workshops and creative sessions



The past few years Creazy has **built up an impressive experience and a solid reputation in the coaching of groups during project gatherings, workshops, sessions, brainstorming, etc...**

In practice, workshops, brainstorming sessions and such are often experienced as being unproductive, not innovative, or simply unfocussed.

However, it is all about a powerful combination of out-of-the box thinking on the one side and into-the-box thinking on the other.

Innovative thinking and doing.

“Plenty of ideas”, you would think.

But promising ideas often end up at the bottom of the drawer due to a lack of follow-up.

It is all about ...converting the promising ideas into profitable solutions.

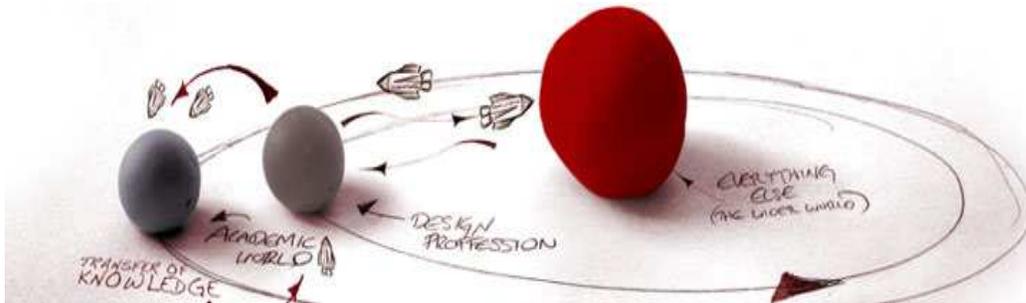
People forget that into-the-box thinking also requires time, energy and creativity and it means, above all, priority.

Creazy has **a vast scale of methods and creativity techniques that inspire as well as offer structure.**

To explore and realize new opportunities.

**And that's what it's all about : looking beyond the existing solutions.**

## Our advice and coaching



From an idea or market analysis to a product design.

**The product innovation process is based on creativity, humanity and common sense.**

Creazy supports organizations during all phases.

During the entire innovation process, Creazy offers **support by means of coaching and advice.**

This will contribute to a process that focuses entirely on the consumer or user.

Different phases of the innovation process ask for a different approach.

Creazy is capable to offer that multiplicity, and, at the same time, to keep the phases fresh and original.

The innovation process takes time.

**The constant involvement** of Creazy during the process keeps the team sharp and creative.

For managers, manufacturers, marketers and designers, we offer an inspiring, efficient and fresh product innovation process that leads to an original and strong product design.

## Our trainings



There are moments that the only thing we need to be successful is ... time.

But what if there's no time left ?

Why does it actually take so much time before we finally see results ?

Think about it.

How often don't we give priority to urgent matters instead of important ones ?

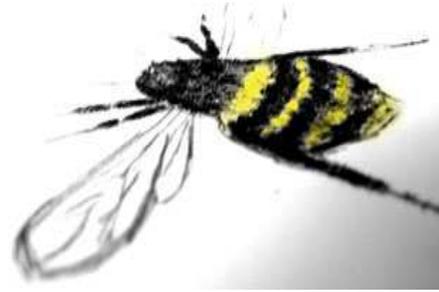
We postpone them to the next day because urgent matters need to be handled immediately.

But we should take a step back and think about what is really needed right now, find out what our true priorities are.

With a small dose of affective attention, a project already knows a flying start.

Therefore Creazy organizes trainings so that **in two days time, we are two months ahead with insight regarding time management...**

## Our support



The Creazy facilitators make it possible for a group to focus on the content, knowing that a professional – the facilitator – handles the structure, the processes and the 'push'.

The value of the Creazy facilitators is widely proven through change and decision-making processes.

The tasks and responsibilities of a facilitator can be described as follows :

1. Offering a neutral group support

He stimulates participation and treats all participants and their ideas with the same respect.

2. Handling process control

By means of suitable group techniques, he creates a strong basis for the process to follow within the group.

3. Handling progress control

He supports the group to move forward, to progress. He has no preferences for a specific outcome, he only supports to get an outcome, whatever it is.

**They do their utmost to create a safe, non-threatening environment where people feel comfortable to share and to listen to everyone's emotional and logical arguments.**

At the same time, we keep an eye on the agenda and the subject, the gatherings are being led through the different stages and inevitable conflict and communicational aspects are being handled.