

British bosses invest in bright ideas

The national association of suggestion schemes, Ideas UK, is set to expand its “National Ideas Day” into a “National Ideas Week” for 2008.

Hoping to tap into innovation and talented individuals, Ideas UK will hold “Brainstorming Breakfasts” during its event in the second week of March, with employers being encouraged to set up office think tanks.

Operations manager of Ideas UK, Anthony Denatale stated: “Is your business lost for ideas when it comes to running a suggestions scheme? Or has your current plan fallen out of use - and out of favour? National Ideas Week is a chance for employers to explore practical ways of turning bright ideas into better business.”

Ideas UK found that suggestions schemes saved over £32 million for businesses in 2007, with over 35% of ideas being implemented creating benefits for business.

“National Ideas Week” hopes to emphasise the huge benefits of staff participation, calling on its 20 plus years’ of experience with successful employee suggestion schemes. Guidance is provided by Ideas UK in the way of training and set-up support for businesses trying to create their own incentive based programmes.

All Members will have access to an area on the Ideas UK website with online discussion group networking meetings to be held regularly, and the inclusion of an ideas ‘toolbox’ and an evaluation tool.

Ideas UK are setting up free breakfast seminars in London, Manchester, Edinburgh and Cardiff during the innovation week.

For information on bookings contact Ideas UK on 02920 020608 or visit the Ideas UK website at: www.ideasuk.com



www.businessinberkshire.co.uk

