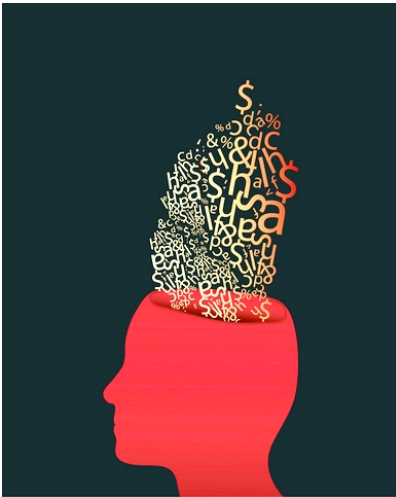


Make your mark in a stream of original ideas and applications

Idea Marathon System



- Do you want to be more creative, original, and innovative?
- Gain more motivation and initiative from your team?
- Tap the power of invention and continuous improvement?
- Make the best of downtime and generate ideas anywhere?
- Emulate Edison and da Vinci, develop genius potential?
- Discover a powerful tool for self-coaching and motivation?
- Use a creativity tool that is powerful, and practically free?
- Become a source of value, inspiration, and motivation?

Presented by William Reed, supported by IMS Founder Takeo Higuchi

What is the Idea Marathon System?

Basics The Idea Marathon System™ (IMS) is an innovative method of capturing and developing ideas on paper. The IMS method is simple, and extremely rewarding to anyone who practices it over time: 1) Think of at least one idea a day, 2) Write it down immediately in a notebook, 3) Illustrate your ideas whenever possible, 4) Talk about your ideas with friends, family, and colleagues, 5) Put your best ideas into practice. If this becomes a habit, and is launched with the proper external support, you will discover hidden abilities, express your originality, and contribute as a highly creative person.

Benefits If you practice the Idea Marathon for 3 months, spending just 15 minutes a day, you will accumulate over 100 ideas, and experience greater fluency in your thinking processes. If you continue the process for 6 months to a year, you will experience a fundamental change in the ease, originality, and effectiveness in how you generate, illustrate, express, and implement ideas. When practiced in a company or organization as a Group Idea Marathon, it has a lasting impact on motivation, productivity, and innovation.

Background The Idea Marathon System was developed by *Takeo Higuchi*, who began capturing his ideas daily in notebooks in January 1984. He has since produced close to 330,000 ideas using this system, in 385 notebooks, currently averaging 50 ideas per day. He has written a series of books about the IMS, which have been published in multiple languages. The IMS has been practiced by over 5,000 people, in organizations, government offices, and educational institutions. In Japan IMS has been used by IT companies and sales organizations in corporate education and innovation, by Toshiba, Daikin, Pioneer, and Takata-Japanet, as well as the Department of Technology at the University of Virginia since 1997, and Texas A&M Department of History since 2009.

Implementation You will gain a proven process to implement the Idea Marathon System™ in your organization. **One Kickoff Keynote** and **Four two-hour workshop sessions** conducted over a six-month period, with follow up in between to maintain motivation and assist with implementation. While the IMS is easy to practice, coaching and support helps keep everyone inspired and involved.

William Reed is an experienced Keynote Speaker on creativity, published author and columnist with nearly 40 years of experience with Japanese language and cross-cultural business. He is trained and certified by Takeo Higuchi in the Idea Marathon System™, and is a member of the Japan Creativity Society. He also a martial artist (7th-dan *Aikido*), and a calligrapher (*Shodo Shihan*).

<http://www.williamreed.jp/make-your-mark>