

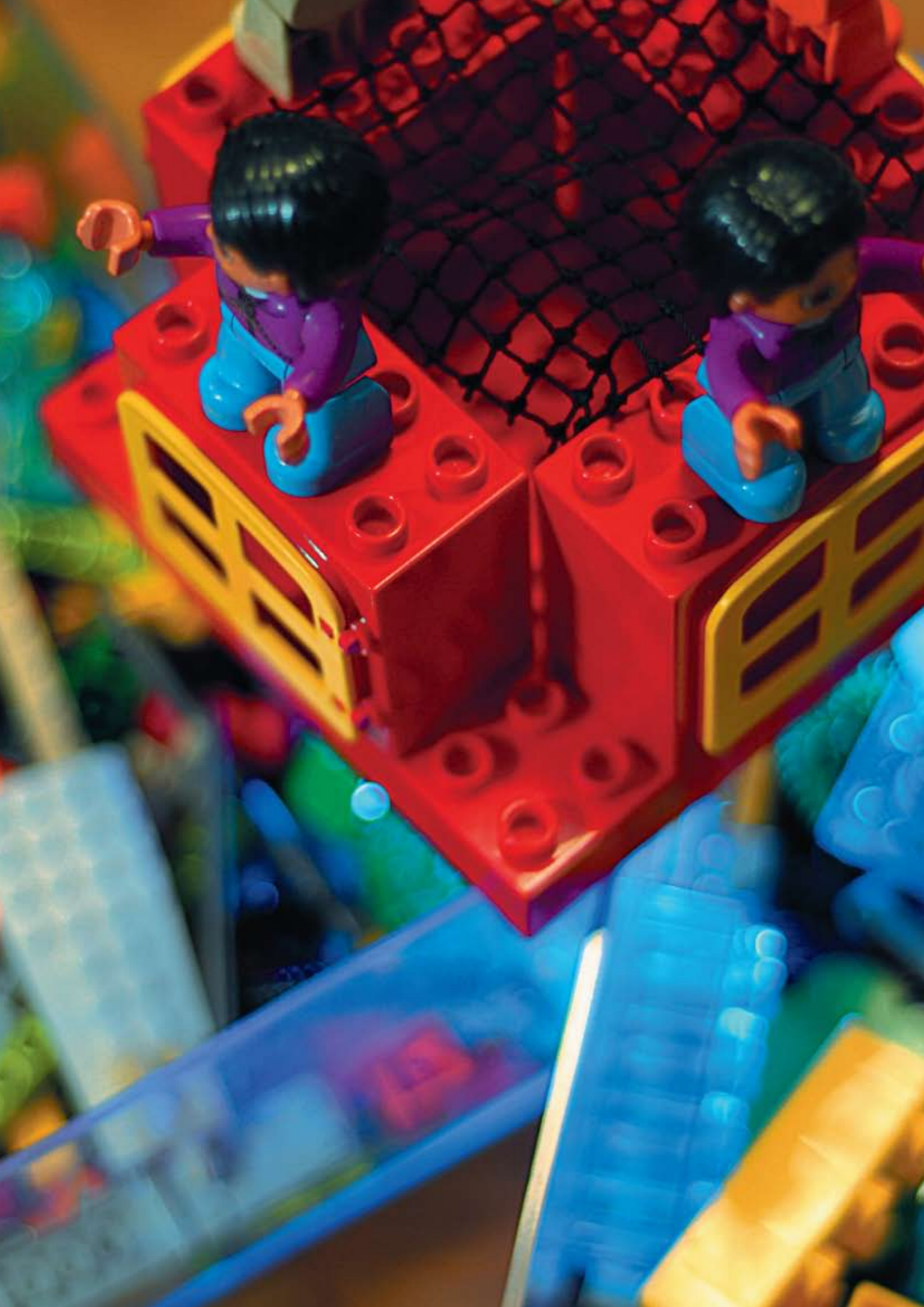
The Automatic is a **dynamic space**, **team** and **approach** that provides **custom designed** experiences to help you **achieve** the changes you want and need.

Combining **creative techniques** that **stimulate**, **inspire** and **challenge** with unique technologies and a **real focus** on results, **The Automatic** is your route to **tangible**, **meaningful** benefits that will last way beyond your time with us.

A few changes that we have achieved with our clients:

- increased output and performance from teams
- greater clarity around the real issues hindering growth
- improved partnership working between agencies
- inspired individuals and teams to channel energy more productively
- more effective work practices
- enhanced or expanded product portfolio
- increased motivation and acceptance of change
- challenged negative and restricting assumptions
- generated innovative solutions
- achieved better understanding within and between teams





why we are unique

The Automatic is about **growth**, **development** and **positive change**.

The Automatic's space, team and approach are constantly evolving which means that the experience you have at The Automatic will be truly 'yours' – as unique as you and your organisation.

achieve
new perspectives

Whatever issues, challenges or possibilities you want to explore, we will build an experience that will get the very best from you and your team and make your time with us some of the most productive you will ever experience.

You can forget formal training rooms, handouts and flip charts. Here you are more likely to relax on sofas, contribute ideas anonymously through your own keyboard and explore issues using cutting edge technology, LEGO™ and a range of creative techniques selected and tailored to meet your needs.

key issues

create original
solutions





the team

We know that the quality of any facilitated event ultimately depends upon the **quality** of the **facilitators**.

That's why for every session you have at The Automatic, we will hand pick a facilitation team with the skills, experience and style that best meets your needs.

Your team will be led by a personal Account Manager who will guide you through The Automatic process – from first visit, through the planning stages to delivery and evaluation. Your other team members will be experienced facilitators who have knowledge relevant to your sector and an understanding of the issues you want to explore. This team will devote time and energy to understanding your needs. They will make use of the high-tech and creative techniques available at The Automatic and, in close consultation with you, custom design an Automatic experience that will achieve your goals.

the space

The unique environment of The Automatic is **designed** to give you the **freedom** and the **inspiration** to think in **new, productive** ways.

The space offers a range of flexible working areas for individuals, small teams and larger groups. Furnishing, lighting, music... every detail ensures that you will feel welcome and relaxed.

But the space will also invigorate, stimulate and challenge you.

Giant video screens, still and moving images, state-of-the-art digital technologies, computer and traditional games... things to touch, play with, talk about. Just being in The Automatic will intrigue and inspire you and begin the process of thinking differently.



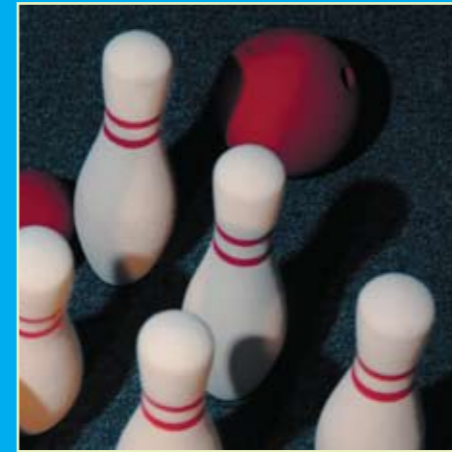
the approach

We believe that you and your team have the capability, the ideas and the motivation to meet your business goals. After all, you are experts at what you do.

But individuals, teams and even whole organisations can sometimes get 'blocked'.

Our job is to help you look at your challenges in different ways, push through barriers to communication and overcome obstacles to creative thinking.

We will find ways to release your potential, giving you the freedom to focus on the issues that matter. Together we will achieve the result you want.



the 3 stages of your Automatic experience

Stage 1: data gathering/heightening anticipation

'Cultural Agents' such as adapted mobile phones, videos, diaries, images or postcards are crucial elements of The Automatic experience. Cultural Agents enable us to collect, from you and/or your stakeholders, meaningful data about the issues you want to explore.

This data helps us to understand your issues and make your priorities our priorities. Cultural Agents also help to heighten your anticipation of and commitment to The Automatic experience.

Stage 2: creating positive change

Each session has at its 'centre' the changes clients want to bring about. Whatever the desired change, each activity, game, challenge or question during the day will be designed to move you closer to where you want to be. We apply a range of engaging, high-tech and creative approaches to give you new perspectives on issues.

Stage 3: helping learning/insights stick

We measure our success by the quality of the results we achieve for you. We know that results will only truly emerge when you are back in the workplace. That's why we look for imaginative ways to help the learning, understanding and insights acquired during your session 'stick' long after your Automatic experience has ended.

Our technology allows us to capture your team's thought processes and present these to you as collective mind maps and we will also use video, photography, posters and other methods to remind you of your discoveries and your commitment to new ways of thinking and working.

Talk to us if you would like to know more about how The Automatic can help you to achieve the changes you need. Better still, come and visit us.



The Automatic

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