

# Synergy Generator: Home & instructions

## Random Synergy Generator



### Instructions:

- a Do the exercise individually. Then, discuss the results in your next group session.
- b Taking into account what you achieved during the divergence phase, complete the following chart by adding the 5 more interesting stakeholders category:

### Your five more interesting or relevant stakeholders, who awaken your curiosity (per category)

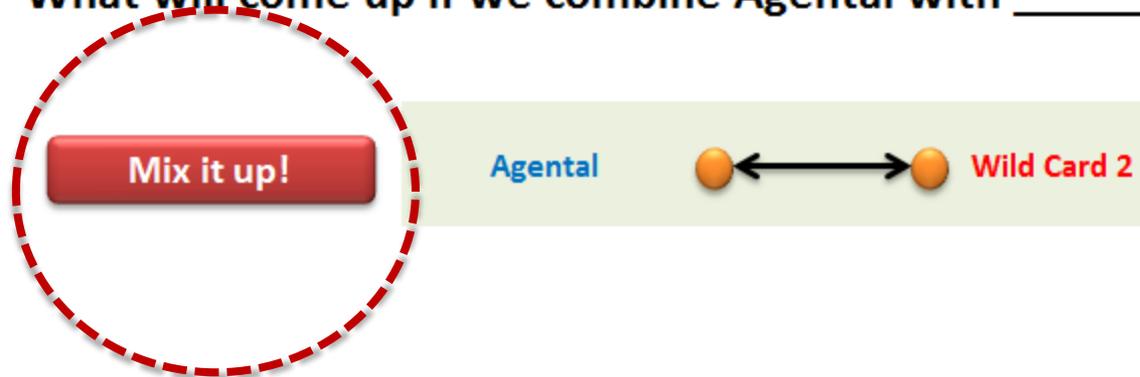
	Related Party	Client	Supplier	Competitor	Wild Card
1	Related Party 1	Client 1	Supplier 1	Competitor 1	Wild Card 1
2	Related Party 2	Client 2	Supplier 2	Competitor 2	Wild Card 2
3	Related Party 3	Client 3	Supplier 3	Competitor 3	Wild Card 3
4	Related Party 4	Client 4	Supplier 4	Competitor 4	Wild Card 4
5	Related Party 5	Client 5	Supplier 5	Competitor 5	Wild Card 5

Fill in this column (different from the map) with whom they are interested in them and Agental crazy (examples: Falabella, etc.).

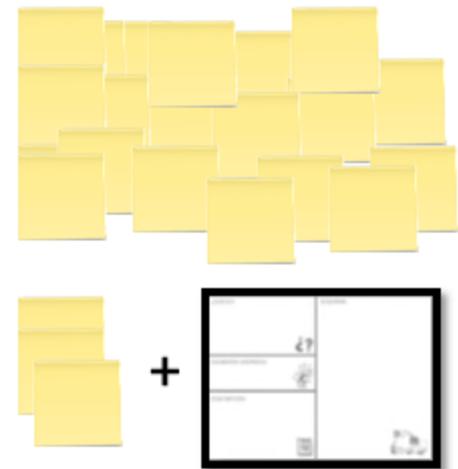
- c After completing the chart, click on "Next"

# Mix it up! (Agental + 1 stakeholder)

What will come up if we combine Agental with \_\_\_\_\_ ?



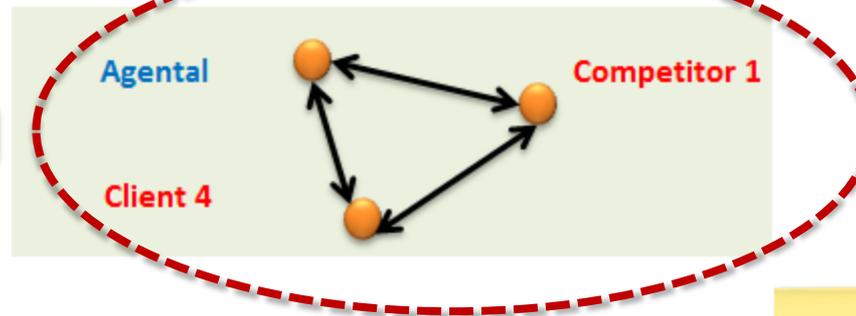
- Write down on a piece of paper all the business ideas you might think of with this bissociation (the more ideas the better). If you aren't satisfied with the association, click on "Mix it up".
- How many ideas you came up with? (Write down the number of ideas in your piece of paper)
- Choose three of your favorite ideas and develop them. You may use this brainstorming template to guide yourself.  
[\(download brainstorming template here\)](#)
- Repeat the exercise one (or more) time, and then, move to the next phase.



# Mix it up! (Agental + 2 stakeholders)

What will come up if we combine Agental with \_\_\_\_\_  
and with \_\_\_\_\_?

Mix it up!



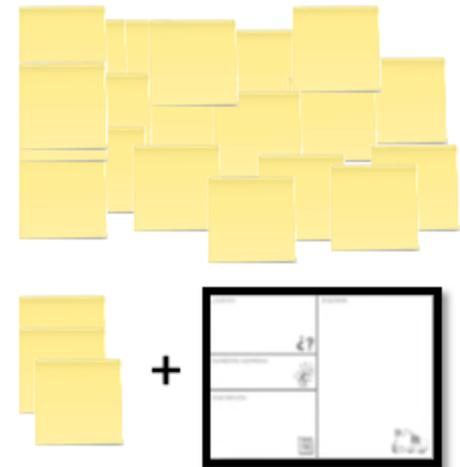
a Write down on a piece of paper all the business ideas you might think of with this bissociation (the more ideas the better). If you aren't satisfied with the association, click on "Mix it up".

b How many ideas you came up with? (Write down the number of ideas in your piece of paper)

c Choose three of your favorite ideas and develop them. You may use this brainstorming template to guide yourself.

[\(download brainstorming template here\)](#)

d Repeat the exercise one (or more) time, and then, move to the next phase.



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11

A A

Wrap Text

General



# End of the Exercise

## End of the Exercise

Share your insights with the group.

Repeat the exercise if you need more possible synergies.

Any questions?

[Send a tweet](#)

Home

