



April 2016

Innovation Culture Consulting Ltd Wins First Overseas Contract

Manchester based training and consultancy company Innovation Culture Consulting Ltd (ICCL) has won its first overseas contract following support from UK Trade & Investment (UKTI).

ICCL, a registered consultancy and training provider, supports its clients with comprehensive and unique organisation, team and personal development interventions and secured a contract to deliver a training session to British Centres for Business (BCB) in Dubai, a business-to-business professional services company established with the mandate to provide operational support and market entry services in the UAE to British companies.

The training session involved working with BCB staff on unlocking potential of the team, personal development and role integration using LEGO® SERIOUS PLAY® as part of BCB's overall development.

The contract was secured with the assistance of UKTI, who provided ICCL's founder and director, Dr Abeer Pharaon with guidance on developing the company's export potential, access to trade events, introductions to contacts and financial support for trips to the UAE.

Dr. Abeer Pharaon commented: "Having previously provided training for bodies such as the Greater Manchester Chamber of Commerce, Liverpool Chamber of Commerce, the Growth Hub, Ex- Business Growth Service and other private companies, we are thrilled to expand our footprint to a new territory. This deal is excellent news for our company, and is hopefully the first step in us establishing our presence across the UAE market and the Middle East region".

"The help and support of UKTI, and in particular our international trade advisor Bobbie Charleston-Price, has been highly valuable in facilitating visits to new markets and providing advice on approaching new clients.

"This promises to be a very exciting year for ICCL as we are bringing LEGO® SERIOUS PLAY® to the International Festival for Business (IFB2016) for the first time in a unique event called: 'Creative Development of Business Ventures using LEGO® SERIOUS PLAY®' in June2016 ."

Mr Joe Hepworth, CEO, British Centres for Business in Dubai commented: "We are absolutely delighted to work with ICCL, the team worked very hard and achieved real deliverables. We had one of those days where our minds were opened, challenged and changed. It was fun too - thoroughly recommended."

Clive Drinkwater, North West regional director for UKTI commented: "Abeer has worked for some time now with UKTI. We have found her sessions to be very well structured, full of highly useful insight and delivered extremely professionally. Feedback from delegates has been excellent. Comments were made especially about her ability to maximize the networking opportunities to great effect and about her polished, but friendly and enjoyable style of delivery. "At UKTI we know first-hand how useful the sessions are, and we're very happy to support the company as it expands into new markets."

*For more information, please visit <http://www.innovation-culture.com/>
Ends.*

Notes to editors:

1. UK Trade & Investment (UKTI) is the government department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI offers expertise and contacts through its extensive network of specialists in the UK, and in British embassies and other diplomatic offices around the world. We provide companies with the tools they require to be competitive on the world stage. For more information, visit www.gov.uk/ukti.
2. Exporting is GREAT is the government's most ambitious export initiative ever. It aims to inspire and support 100,000 additional UK exporters to sell their goods and services overseas by 2020. The campaign's mission is to turn the UK into the world's greatest exporting nation, capturing the imagination of the public, boosting business confidence and national pride and empowering more UK companies to go out and succeed in global markets.
Every day in every country around the world, there is someone somewhere who wants or needs a UK product or service. The demand is out there, you could be too.
To find out more, visit www.exportingisgreat.gov.uk
3. Innovation Culture Consulting Ltd. (ICCL) is a registered consultancy and training provider supporting clients with comprehensive and unique Organisation, team and personal development interventions. This includes developing innovation culture, enhancing creativity and innovation potential, Unique Selling Points (USPs) and scenario planning, strategy development and execution, team development and team communication in addition to distinguished personal development and 'Coaching for CEOs' sessions. LEGO® SERIOUS PLAY® (LSP) is mainly used at ICCL as a tool for real change. Lumina Learning psychometric traits is also used for resolving conflict and providing team support. ICCL offices are in Manchester-UK, Amman-Jordan and in partnership in Dubai-UAE.
www.innovation-culture.com @innovateculture
4. The LEGO® SERIOUS PLAY® (LSP) methodology is an innovative process designed to enhance innovation and business performance. It utilizes right side of the brain and 100% participation in business development and strategizing. It is hands-on, minds-on learning which produces a deeper, more meaningful understanding of the world and its possibilities. LSP is used for a broad range of purposes, including: Strategy development and exploration, Innovation and product development, Organisational development for management, teams and individuals, Change management, Scenario planning and problem solving, Personal development.