

# Ideation Training

Learn how behavioral economics fuels the Brooks Bell methodology to create user-centric, performance-driven experiments.

With decades of experience in digital optimization, nobody knows how to design experiments better than Brooks Bell. In this training, we share our exclusive methodology built upon solving user pain points through behavioral science, quantitative data, and qualitative insights.

But, it doesn't stop there. Even a brilliant methodology isn't going to get you far if you don't have the training and team buy-in to properly execute it. We provide insider tips for testing leads to help drive the ideation process, decide what to test, and get the team re-energized about the program.

## How We Do It

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Brooks Bell's Strategy Ideation Training Program allows internal, cross-functional enterprise teams to:

- 1 Better understand customers' needs & behaviors through the application of data
- 2 Generate customer-focused, data-driven website optimization ideas
- 3 Prioritize tests to balance efficiency, impact and business goals

Our proprietary training program includes:

- Pre-strategy data training
- User Experience (UX) evaluation training
- War Room process & prioritization training
- War Room facilitator training
- Testing templates



## How It Works

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Our program is based on three phases — Learn, Strategize and Collaborate. Brooks Bells' interactive Strategy Ideation Training Program leaves your organization with an efficient, collaborative process that uses data — both qualitative and quantitative customer information, as well as behavioral science insights. The result? We create, prioritize, and implement successful website optimization testing strategies designed to meet your specific business goals. Our proven approach boosts customer engagement, increases the metrics that matter most, and positively impacts long-term business value.

Brooks Bell leads the training for one, full ideation cycle, teaching and advising your teams along the way. But we don't stop there. We also shadow your first time facilitating the process to ensure your comfort. In addition, we help identify and resolve any roadblocks to guarantee your successful start implementing a new process.

To learn more about ideation training or any other Brooks Bell services, contact Scott Plumb today!



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