

# PC<sup>2</sup> INNOVATION WORLD

**Peter Childs** x **Peter Cook** = From Idea to Innovation in your company

Introducing the combined talents of Professor Peter Childs and Peter Cook, who, together, offer your company a first class service to (a) develop new product concepts, (b) to design prototypes, and (c) to provide assistance to ensure that the idea turns into profitable innovations. Ultimately this provides your company with increased turnover and sustainable new product innovations for continuing growth.



**Peter Cook** is a business academic, author of 3 books on creativity and innovation, acclaimed by Professor Charles Handy and Tom Peters. He is an established business consultant of 17 years' experience across a wide range of industries and an MBA tutor / author on the acclaimed Creativity, Innovation and Change MBA programme. Peter is also an accomplished musician with a track record of playing rock, pop and jazz with a wide range of people and several celebrities.



**Peter Childs** is Professor of Engineering Design at Imperial College London. His interests include: creativity; the application of creative methods; mechanical and product design; sustainable energy component, concept and system design. He was formally the director of InQbate, and a professor at the University of Sussex. Peter leads the Industrial Design Engineering degree at the Royal College of Art alongside his work with Design London.

**Peter C** works in collaboration with **Peter C** in three ways:

- Bespoke corporate masterclasses in creativity, design and innovation
- New product development - from concept / brainstorming through to prototype manufacturing and support to bring ideas to a profitable conclusion
- Research into creativity and innovation related topics to inform your strategy

Our client base includes companies within the pharmaceuticals, aerospace, chemicals, automotive, engineering, telecoms and high tech sectors.

*Contact us to see how your company could benefit from increasing the probability and frequency of new product innovation for sustainable advantage*

A partnership between Human Dynamics and Professor Peter Childs  
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