

INNOVATION A HALF DAY WORKSHOP



The essentials of innovation from Strategy to Process and Culture. A fast-moving synopsis which can be delivered, as with all our courses, either on site or virtually.

1. INTRODUCTION

- Innovation is driven by market desire for more convenience.
- How Innovation can differentiate an organization in the long term.
- Integrating Innovation with the Strategic Planning of the Organization.
- The Innovation Process.

Workshop; 'Assessment of Innovation Concerns and Opportunities'

2. THE STRATEGIC PLANNING FOR INNOVATION

- Evaluating Need and Readiness.
- Market Influences that affect strategic direction; the economy, competition etc.
- The need for an agile plan.

3. INNOVATIVE CULTURE

- Knowing existing strengths and competencies.
- The behaviors of exploration, collaboration and experimentation.
- How to make your own best personal contribution to innovation.

Workshop; 'Your best contribution to Innovation'

4. THE INNOVATIVE ORGANIZATION

- The different kind of Organizational Structure that is needed.
- Reducing hierarchy while increasing autonomy and diversity.
- A 'loose' and open network is necessary for finding radical solutions.

5. NEW MARKET SPACE

- Identifying opportunities with the Environmental Scan.
- How to work with customers to identify opportunities.
- The customers pain statement.

6. ALLOWING CREATIVITY

- The challenge creative behavior presents to leaders and the solutions to this.
- New ways of generating radical new ideas as the path to the conceptual solution.
- The need for constant user feedback during the creative phase.

Workshop; 'How to identify Conceptual Solutions'

7. EVALUATING RISK

- Data collection in the creative phase feeds external and internal risk analysis.
- External Risk; often overlooked and most difficult to manage.
- The search for low cost, high value and avoiding risk aversion.

Workshop; 'Risk Assessment and Risk Mitigation'

8. DEVELOPING THE NEW OFFERING

- Leaders stay close during execution to ensure new opportunities are seized.
- Evaluating the potential 'Behavior Change' required in using a new product or service.
- An ecosystem for the new offering.

Workshop; Q&A

9. DELIVERING THE SOLUTION

- For every 3,000 ideas, only one makes it.
- The Value Proposition.
- Managing Delivery Chain Risk.

10. THE PATH FORWARD

- Strategy Traps and their avoidance.
- Mind Map of Innovation Strategy.
- The Roadmap for change.