

Program Overview

Practical Innovation: Create + Assess Hundreds of Ideas for Business Growth



During this workshop, participants will learn the key approaches to strategic ideation. They will understand how to evaluate ideas, balance their portfolios, and communicate and address their innovation barriers.

Beginning with understanding and practicing divergent and convergent thinking, participants will generate hundreds of ideas for business growth using unlikely sources of inspiration. Next, through immersion in the idea-management process, participants learn which questions to ask, how to select ideas, and how the ideas feed into the overall innovation pipeline. Throughout the session, facilitators will share best practices from global organizations like Shell, DuPont, and Citigroup, and discuss pitfalls to avoid when making innovation happen.

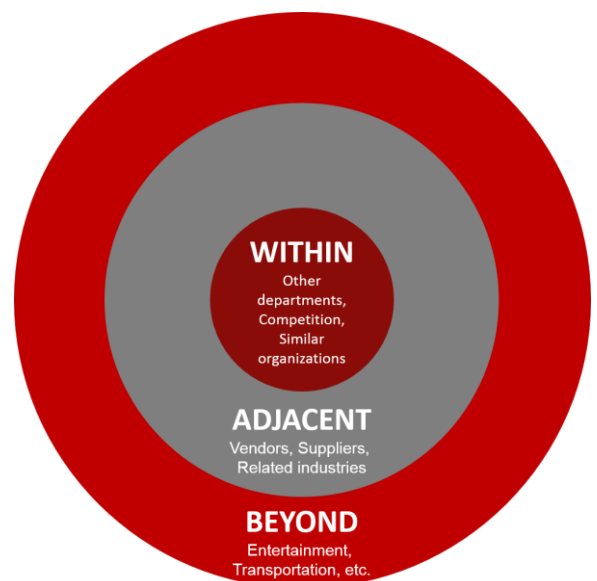
This collaborative session includes ongoing discussion to tie techniques to participants' business issues. Through tactical Tips and Tricks, participants are enabled to be more innovative NOW: they will understand how and where to focus their innovation efforts to get the company's best ideas to market faster.

At the conclusion of this course, participants will be able to:

- Learn innovation myths vs. realities
- Generate hundreds of creative ideas for real business needs
- Gather, analyze, and select winning ideas

***"A clear process for bringing
brainstorms into reality."***

- Hilton



Activities:

- Defining innovation
- Breaking down innovation myths vs. realities
- Ideation techniques for novel and winning ideas
- Evaluating ideas objectively
- Balancing your innovation portfolio
- Trend spotting
- Selling ideas and picking winners
- Overcoming barriers to execution

Tools:

- Trend Cards
- Who Else? When Else? Where Else? How Else?
- Within, Adjacent, and Beyond
- Portfolio Balancing
- Case Studies may include: John Deere, Google, Shell, BMW

Audience: Applicable for all participant profiles, especially relevant for managers or project teams

Length: Full and half-day options available (full-day recommended)



A LOOK INSIDE THE INTERACTIVE EXPERIENCE

Demystify Innovation



Uncover Trends



Consider Possibilities



“Great way to provide valuable tools that are implementable, scalable & will add value immediately.”
- Fidelity

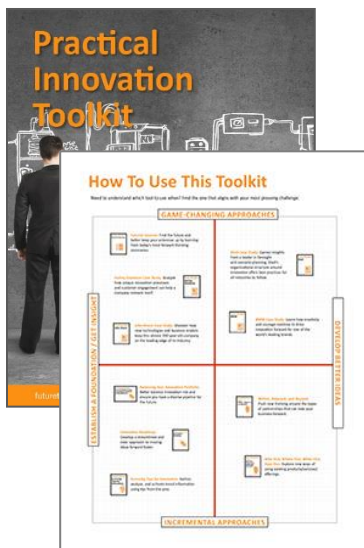
Appendix: Toolkits

Practical Innovation: Create + Assess Hundreds of Ideas for Business Growth

The Practical Innovation Toolkit delivers tools and case studies that enable participants to connect forward-thinking ideas to real business needs and take an objective, measured approach to idea evaluation and management. Utilizing a step-by-step approach, this Toolkit contains all the essentials needed for translating techniques into practical innovation.

Developed specifically for today's practical innovator, this Toolkit provides individuals with 13 easy-to-use resources for asking the right questions, generating and assessing new ideas, and implementing the winners.

WHAT'S INSIDE?



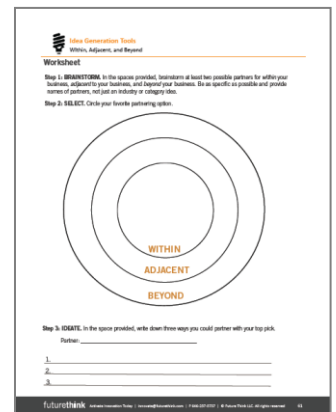
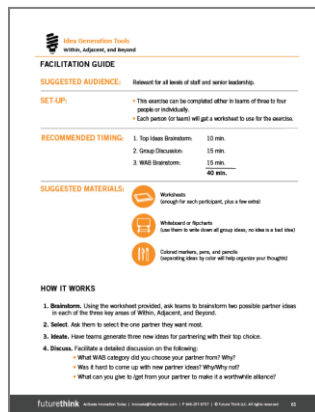
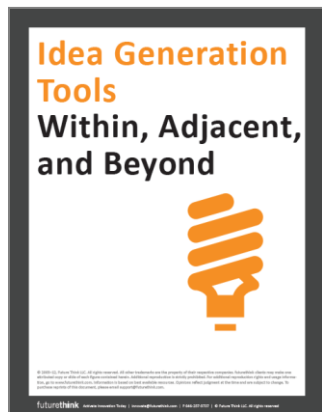
Includes 13 How-To Innovation Resources:

- **Tools:** Innovation Roadmap; Portfolio Balancing; Scanning Tips; Within, Adjacent and Beyond; Who Else? Where Else? When Else? How Else?
- **Research:** BMW Case Study; Harley Davidson Case Study; John Deere Case Study, Shell Case Study; Futurist Sources
- **QuickWin Videos:** Within, Adjacent and Beyond; Who Else? Where Else? When Else? How Else?; Futurist Sources

How-To-Use Matrix serves as a visual guide for how enclosed tools can be used to address specific innovation needs.

Audience: Specifically designed for managers and project team leaders who are focused on overcoming barriers and moving ideas forward.

Dynamic action plans and worksheets ensure that key lessons are applied to your organization's challenges. (See more below)



Every tool contains:

- Introduction
- QuickWin Video
- Facilitation Guide
- How It Works
- Sample Worksheets
- Blank Worksheets
- Discussion Questions

Introduction explains the tool, when to use it, and often provides a 90-second QuickWin video for illustration.

Step-by-step approach includes discussion questions and tips for facilitating.

Blank worksheets can be completed individually or printed in preparation for leading a team meeting. Sample worksheets are provided for reference.