



Put innovation into practice and watch your business thrive

BUSINESS ISSUE

"How am I supposed to innovate? I'm not a creative thinker!"
 Most of us can relate to this sentiment, but the truth is that it doesn't matter – anyone can innovate. Innovation is simply taking something that exists and improving upon it. Of course, it requires the support of a culture that values innovative thinking – otherwise, any new idea is likely to run afoul of the innovation killers: *"Tried it, it didn't work"; "Senior management would hate it!"; "Too expensive/impractical/crazy!"* Innovation in Action challenges that negative thinking by fostering an innovation-friendly culture in which everyone can generate and implement new ideas. And new ideas in action translate into competitive advantage and sustainable success, particularly in today's landscape, where the rule is rapidly becoming 'Innovate and Thrive.'

LEARNING OUTCOMES

You will learn to:

- Identify the behaviors and cultural conditions that foster ideation and greater input from everyone
- Analyze your current processes and systems to identify opportunities for meaningful innovation
- Go beyond brainstorming – from ideation to execution – with a practical set of innovative tools and techniques
- Create common understanding and productive work processes within your innovation team
- Implement innovation to yield optimized business results – convert concepts into workable solutions

THE LEARNER EXPERIENCE

Innovation in Action occurs within the highly interactive learning environment of Professor Inno's Innovation Laboratory™. Here you'll discover that innovative thinking is within us all as a blend of continuous process improvement and creativity. You'll also learn how to counter many of the negative perceptions that often come with change and new thinking. As you immerse yourself in a stimulating variety of challenges, projects and discussions, you will acquire practical tools and a 10-step process that will equip you to start innovating immediately! In fact, the conclusion of this session is exactly that: an intensely focused block of time in which you tackle a real opportunity from your own work situation. This allows for hands-on practice with your new toolset of skills, leading to a solution you can implement or refine as soon as you're back at work. And don't let the learning stop there! Every time a process, device or system frustrates you, ask "What if...?" and stretch your newly developed, innovative muscles to welcome the challenge.

FULL-DAY SESSION

FROM 6 TO 30 PARTICIPANTS

SUITABLE FOR CROSS-FUNCTIONAL AND INTACT TEAMS
 AT ALL LEVELS

MOST EFFECTIVE IN FOCUSED TRAINING SESSIONS



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