

In this module, you will learn to develop innovation capabilities in your teams and workforce in a systematic, reproducible and consistent way. Building on approaches such as Lean and Design Thinking, the approach builds on four different thinking styles around creative ideas and presents a holistic method for considering technological opportunities, organisational problems and strategic imperatives. You will learn a procedure model for creating, testing, implementing and exploiting digital innovations, growing your organisational ability to turn innovative ideas in measurable business results..

## Dates

22 - 23 November 2018

Thursday 09:30 – 16:30

Friday 09:30- 12:30

## Fees

Diploma programme: included

Short course: 1.375 €

## Contents

### Building Courage to Innovate

You will learn why innovation starts with leaders and their ability to create a fear-free, supportive environment to 'learn and fail fast'. Building on the understanding of innovation, analysis and decision latency, you will learn how you can speed up your ability to react to problems and opportunities in the digital world and how can you instil motivation, ability and courage in your teams.

### A Structured, Systematic Method to Ideation

You will develop skills and confidence in different approaches to innovation. Blending classroom learning with real-life case studies, as well as, readings and videos. This will enable you to learn a developed and tested systematic approach to creating innovative ideas in a reliable and consistent manner. This is accomplished by combining an ability to reflect on current organisational problems, with an openness to learn from other innovation domains and practices, with a new way to utilise hidden assets and digital resources and an appreciation of novel strategic opportunities.

### Turning Innovation into Action

You will learn how to manage the entire innovation process end-to-end, from creating innovative ideas, to incubating novel innovation concepts and analysing business cases, building and testing promising innovations, and finally exploiting and managing running innovations. You will learn essential techniques and helpful digital tools for innovation management, and learn how to increase your confidence of turning innovative ideas into measurable business success, using both theory and case studies as a learning tool.

## Key Benefits

➤ Learn how to develop innovation courage in your workgroups and teams

➤ Identify how to increase the quality and consistency of creativity workshops

➤ Examine how to turn innovative ideas into results