

2010

THE YEAR OF INNOVATION

5 INNOVATION WORKSHOPS AND TRAINING PROGRAMS TO BUILD INNOVATION INTO YOUR ORGANISATION

Featuring: Professor Richard Brynteson, Concordia University, St Paul Minnesota, innovation expert, author and consultant.

Available in Malaysia February to April 2010.

12 WAYS TO INNOVATE IN YOUR COMPANY

IS YOUR COMPANY UNLOCKING ITS TRUE VALUE THROUGH INNOVATION? THE MOST PROBABLE ANSWER IS "NO"!

The program will broaden your thinking on how to create substantial value to your customers and to your business.

Target Participants: Senior Leadership Team

Duration: 1 day

Many companies have a narrow view of innovation. They think that innovation is about product development, or that it's about what happens in the R&D Department. As a result, they miss out on major opportunities to build competitive advantage and profits.

Professor Brynteson will introduce you to **12 ways to innovate in your company**. You will see that companies such as Gillette, Apple, General Motors, Toyota Disney and Cisco have looked well beyond product innovation. They successfully innovated in the areas including solutions, platform, customers, value capture, organisation, supply chain presence, networking and branding. And, of course, there are still opportunities in product and service innovation.



Dr Richard D. Brynteson

**Author, International
Consultant and Professor,
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Leading organisations that have benefited from Richard's training and coaching in innovation processes:

- Ministry of Defense, Singapore
- Anoka County, Minnesota
- Austin Public Utilities
- City of Coon Rapids
- City of Fridley
- Dalco Chemical Company
- Ideas to Go
- Medtronics
- Olmsted County
- Rochester Public Utilities
- St. Paul Public Schools
- Zumbrota Health Services

HOW TO USE **BLUE OCEAN STRATEGY** FOR YOUR ORGANIZATION

The Blue Ocean Strategy has been a successful model for many companies to make a quantum leap to generate more profits and be more than sustainable in demanding markets. In this forum, you will discover the critical elements for Blue Ocean Strategy to work for your business.

Target Participants:

Senior Leadership Team

Duration: 1 day

KEY BENEFITS

- How to move away from contesting in the “red ocean” of heavy competition
- Find where your “blue ocean” opportunities are
- Learn ways to get your teams to use blue ocean techniques
- Discover how to embed blue ocean thinking into the organization’s culture

CONTENTS

- Embracing VUCA (Volatility, Uncertainty, Change, Ambiguity)
- Learn the six principle pathways to Blue Ocean Strategy
- Creating Blue Ocean grids for your organization
- Applying the Blue Ocean grid to any service or product
- Conduct rapid-fire brainstorming discussions on new opportunities in the marketplace
- Fitting Blue Ocean into other strategies

HOW TO CREATE AN **INNOVATIVE CULTURE** IN YOUR ORGANIZATION

In today’s fast-paced corporate environment, senior executives need a competence beyond strategic and operational skills. This is the competence of building innovative teams in their workplaces. Teams can innovate not only product lines, but also process flows to shorten lead time and save costs and meet customer needs quickly and more effectively.

In this workshop, you will get strategies and tips on how to transform your teams to be excited about innovation. You will learn to coach them to apply easy-to-learn innovation tactics that can greatly improve their daily operations and processes for greater effectiveness.

Who will benefit:

Executives in senior leadership teams, and any manager or team leader who is tasked with leading innovation initiatives in the organization.

Duration: 1 day

WORKSHOP OBJECTIVES

By the end of this workshop, you will have learnt how to:

- Develop innovation teams to spearhead team or organisation innovation strategies
- Lead by example in your company or department to encourage innovative thinking in your teams
- Teach team members to make innovation a priority in their daily functions
- Facilitate effective innovation discussions that will generate ideas that can be immediately implemented and measured.

WORKSHOP CONTENTS

- Discover the many barriers in your organizational culture and in your thinking that hinder innovation
- Define your organizational DNA to build structures that support innovation in your workplace
- Learn how to select the people, methods and systems that will drive and encourage innovative thinking
- Learn the 5 steps to fast prototype development for products and processes
- Build buy-in, overcome resistance and increase user acceptance for your new process or product
- Learn how to lead innovation initiatives successfully and motivate teams to have a sense of urgency for continuous innovation





INNOVATION FOR PROCESS AND OPERATION MANAGERS

The tools of innovation can be applied to find and eliminate bottlenecks that create waste, redundancy and that hinder speed and efficiency in your processes. In this workshop, participants will learn techniques to innovate their existing processes in their departments. Results come in a number of forms – cost savings, shortening of process times and increased effectiveness. Participants will learn how to help their team members to apply innovative tactics for daily functions.

This workshop is specially designed for:

Managers, supervisors and team leaders from support departments such as operations, finance and accounting, administration, human resources, customer service, application approval centres, procurement and purchasing, etc.

Duration: 2 days

KEY BENEFITS

This workshop will help you to acquire innovative thinking and methods to:

- Identify processes or procedures that are wasteful and redundant
- Review the bottlenecks that bog down the process
- Generate and evaluate ideas that will effectively revamp the process
- Develop a prototype for the new process for testing and measurement

WORKSHOP CONTENTS

This is a highly interactive and hands-on workshop. Participants are encouraged to think of a particular process in place in their department to apply the innovation tools to revamp this process.

- The Innovation Mindset – what is it and how individuals and organisations benefit from it
- Using the 25 questions technique to dissect a process effectively
- Structured steps to spot processes that slow down productivity or waste resources
- Hands-on practice with own processes
- Finding parallel processes to replace the old process, or to spark entirely new ideas
- Prototype development for processes
- Action plans for implementation application back at the workplace

THE TEAM LEADER'S INNOVATION TOOL KIT

Innovation is not confined to the R&D department! Managers and team leaders in every department in an organization can be innovative and build a culture that supports innovation.

Managers and team leaders will be introduced to the world of innovation and what it can do for their teams in terms of improving quality, increasing speed and saving costs. They will be given a tool kit of creativity and innovation techniques to help them foster and build on ideas and ready them for immediate implementation in their departments.

Duration: 2 days

WORKSHOP OBJECTIVES

This programme will:

- Equip participants to lead and drive organizational innovation efforts;
- Provide participants with tools to use for innovation sessions;
- Help participants understand the fundamentals of innovation;
- Coach participants on how to facilitate real innovation sessions,
- Develop participants' personal competencies in innovation and creative problem-solving

WORKSHOP CONTENTS

Day 1: Developing the Foundation

On the first day we develop the foundation. We prepare participants by introducing the most important aspects of innovation.

- Understand the critical elements of innovative thinking
- Learn the principles of facilitation for effective brainstorming and brain writing
- Develop 25 questions to uncover the history and background to existing products and processes
- Experiment with creativity-enhancing exercises
- Learn in detail the many concepts of innovation:
 - » How to build an innovative culture in an organization
 - » What is Blue Ocean innovation
 - » What Disruptive Technologies that can promote innovation
 - » How to apply innovation in process management
 - » Discover the many avenues of innovation

Day 2: 5 Step Quick Prototype Creation Technique

In Day 2, participants are coached in a 5-step Quick Prototype Creation that can be applied for all product and process redesign.

Basics of prototyping:

- Probe the Constituency
- Observe the real situation
- Develop new concepts
- Converge and develop real prototypes
- Implementation

The workshop ends with developing action plans to build and implement an innovation culture in the workplace.

