



Innovation Masterclass

How to secure the winning in the innovation economy?
Rowan Gibson's Innovation Masterclass will give you the tools and an advantage!

DESCRIPTION

WHY?

Your people will learn:

- How to generate a wide portfolio of new ideas and opportunities from across the organization
- How to innovate across every aspect of the business model
- How to make choices about right ideas and strategic directions to pursue
- How to build an "Innovation Architecture" that provides consistency and coherence.
- How to rapidly redeploy resources behind new ideas and opportunities
- How to effectively measure innovation performance and fine-tune innovation pipeline

FOR WHOM?

- [Top] Management, directors and executives

TRAINERS?

- Rowan Gibson

DURATION?

- 1 day



Rowan Gibson is a global business strategist, a bestselling author and an expert on radical innovation. The media have labeled him "a guru among the gurus". His book "**Rethinking The Future**" is an international best-seller which is published in 23 languages. His book "**Innovation to the Core**" was published March 2008.

Over the last two decades, Gibson's international clients have included some of the world's largest and most successful organizations. He has done co-operation with several Scandinavian companies.

Training Day Agenda

Introduction speech – "**Winning in the Innovation economy**" – 60 min
Content:

- The innovation imperative!
- Understanding innovation as a systematic capability
- Creating preconditions for innovation
 - Bandwidth
 - Diversity
 - Connection and conversation
- Building a foundation of unique strategic insights:
 - Challenging orthodoxies
 - Harnessing trends and discontinuities
 - Leveraging competencies and strategic assets
 - Understanding unarticulated customer needs

Coffee break - 15 min

Breakout Session 1 – "Insight Discovery" - 75 min

Presentation/Correlation of Discovery Insights - 45 min

Lunch - 60 min

Ideation Speech "Producing a torrent of new opportunities" - 30 min

Content:

- Combinational chemistry
- "Crashing" discovery insights
- Innovation across the business model
- Asking new questions

Breakout Session 2 – "Group Ideation" - 75 min

Presentation of newly generated ideas and opportunities - 45 min

Coffee break - 15 min

Closing Speech – "Making Innovation a core competence" - 60 min

Content:

- Why let a thousand flowers bloom?
- Screening ideas
- Getting radical, but not risky
- Constructing an innovation architecture
- Reallocating resources
- A marketplace for ideas, capital and talent
- Cultivating innovators inside and outside the company
- Measuring innovation performance
- Building a self-sustaining innovation capability:
 - Leadership and organization
 - People and Skills
 - Processes and Tools
 - Culture and Values
- Managing the tensions inherent to innovation
- Driving innovation to the core!

ADDITIONAL INFORMATION

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