

Breakthrough Innovation Strategy Program



about this program

Future-making is at the core of the innovation strategy program of the innovationcultures series. Designed for visionaries and leaders of change, this program provides strategists with a framework to guide their team and organization towards the client of the future.

Team members will learn insightful approaches for developing breakthrough strategies through a managed innovation process that also includes the latest on co-creation and open innovation approaches. As well, team leaders will learn essential concepts for leading change. The four modules are followed by an executive coaching session that facilitates applying these ideas into your organization.

learning objectives

Provide team members with core concepts and frameworks to develop a vision of the future and breakthrough strategies for innovation.

designed for

Visionaries, innovation strategists, directors, CIOs and their teams.

innovation strategy stream future: next exit

A Framework for Strategic Innovation

Managing the innovation process for strategic breakthroughs. This insightful web lecture will look at why organizations today are looking at innovation as a critical strategy for sustainable advantage and will provide a framework for understanding the nature of organizational innovation.

- What's the buzz about innovation?
- Understanding the innovation continuum
- Ten types of innovation: Thinking beyond products
- A framework for Strategic Innovation
- Creating a managed innovation process

Key takeaways:

- 45-minute web lecture
- Framework for managed innovation process
- Strategic innovation assessment
- Optional executive on-line coaching for teams

Co-creation Strategies for Breakthrough Innovation

When potential users collaborate closely with designers and researchers at the very beginning of the innovation process, deep insights into people's needs can be recognized. This initial phase, known as the "fuzzy front-end", is characterized by its divergent and exploratory nature. Often, it is not known whether the innovation outcome will be a new service, product, process, delivery channel, business model and so forth, or combinations of these.

In this web lecture we will review the wide range of activities in the fuzzy front-end, and its increasing importance in creating viable innovation outcomes. Team members will learn how to use co-creation strategies and tools for breakthrough innovation.

- What is the "fuzzy front-end" of innovation?
- Changing roles in open innovation
- User-centered strategies for uncovering real needs
- Design-led strategies for anticipating future needs
- Towards co-creation and co-design strategies
 - The customer and citizen as partners in a human-centered process
- A first look at real world co-creation
 - Getting the experience right in the health sector

Key takeaways:

- 45-minute web lecture
- User-led and designer-led innovation approaches
- Co-creation assessment
- Optional executive on-line coaching for teams



Open Innovation: Co-creation in a Connected World

Accelerating business cycles and the need for faster customer-centric solutions is resulting in a trend towards more open innovation. This research report will review the core concepts of open innovation as well as organizational implications such as business models, structure and people. The report will also review the benefits and challenges of creating and leading in a collaborative ecosystem.

- Getting past the 'not invented here' precepts
- Making the decision to pursue open innovation
- Sources : From lead-user to suppliers to crowd sourcing
- Implications of open business models
- Managing the open organization and enabling technologies
- Making it work: Innovation metrics and more

Key takeaways:

- Open Innovation research report that reviews key concepts such as crowdsourcing, business models, as well as risks and opportunities.
- Open innovation assessment



Leading Change

In this innovationcultures pod cast series, Teresa Di Cairano, Intervista's Innovation & Design Director, interviews Allan Jones, PhD – consultant with and expert in leading organizational change. This timely conversation provides valuable insight into leading innovation in organizations:

- Leading change and change management: What's the difference anyway?
- Beyond command and control: Future-making and leading the unknown
- Deep knowledge approaches to leadership: Navigating between the conscious and unconscious mind
- Emergence Vs process: Beyond boxes and arrows to leading an innovative culture

Key takeaways:

- In-depth pod cast provides key insight into how to avoid common mistakes in leading change
- Change readiness leadership assessment
- Optional executive on-line coaching for teams

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Who will benefit:

Chief Innovation Officer
Vice-President / Director
Strategic Planner
Chief Design Officer
Chief Information Officer (CIO)
Program Director / Manager
Vice President / Director
Research and Development Lead
Service / Product / Program Design
Business / Enterprise Architect
Information Architect
Product Manager
Project Manager / Leader
Knowledge Management Specialist
Change Management Specialist
Tier 1 IS / Innovation Consultant
Human Factors Specialist
Business Analyst
Business Process Specialist
Policy Analyst



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