innovationcultures >> a nexus for change agents

Breakthrough Innovation Strategy: New online program e-course now available on demand

about this program:
Future-making is at the core of the Breakthrough Innovation Strategy program.

Intervista's new e-learning course provides a convenient way to fast track your innovation team.
Using new media, this online educational program consists of four foundational modules designed
to align your team on key concepts.

Team members will learn emerging practices and frameworks from leading experts. Including how to:

- Develop breakthrough innovation strategies
- Co-design client/citizen-centric products or services
- Take advantage of open innovation approaches
- Lead change and innovation

The four sessions are delivered online and are available on-demand, saving you time and money!

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

designed for:
Visionaries, innovation strategists, directors, CIOs, business architects and their teams.

to register
1 800 397 9744

innovationcultures.com

1. A Framework for Strategic Innovation

Managing the innovation process for strategic breakthroughs. This insightful web lecture, led by Derrick Palmer 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 **weblecture**
- Framework for managed innovation process

2. 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 **weblecture**, led by Liz Sanders, 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 **weblecture**
- User-led and designer-led innovation approaches
- Overview of co-creation tools

3. 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 **researchreport** led by Inta Cinite 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 **researchreport** that reviews key concepts such as crowdsourcing, business models, as well as risks and opportunities.
- Open innovation assessment

collaborate

lead

4. 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 **podcast** provides key insight into how to avoid common mistakes in leading change

a smarter way to get there

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

	Innovation Strategy Program (4 modules)
Small Teams (3 to 5 participants)	$695 per participant
Individuals	$750 per participant
Enterprise Team (15+ participants)	$633 per participant

Join our community of change agents

(partial list of clients)

Booz, Allen & Hamilton • OMB (Office of Management and Budget) Deutsche Bank • AXA Equitable • State of New York • United Space Alliance The Royal Canadian Mint • Telus • SAS Institute • GlaxoSmithKline • Aetna Jet Propulsion Lab • State Controller's Office of California • Fannie Mae IRS • Lockheed Martin Corporation • Pfizer Inc • JP Morgan Chase International Civil Aviation Organization • Microsoft • National Research Council Shell • Atomic Energy Canada • Federal Reserve Bank • Starbucks Coffee Corp. Verizon Business • Royal Canadian Mint • University of Toronto • MetLife Siemens Nielson Media Research • US Dept. of Treasury • Pratt & Whitney SAP • Reader's Digest • Sears • EDS • Imperial Oil • PricewaterhouseCoopers Xerox • Peace Corps • Boeing • Lexis-Nexis • Exxon • U.S. Mint • McDonald's Nike • Westinghouse • Nokia Research • Gillette • Liberty Mutual Corp. • Sprint Fujitsu Consulting • Dept. of Commerce • Dept. of Agriculture • Foreign Affairs Dept. of National Defence • L.G.S. • RBC Financial Group • U.S. Geological Survey • Rochester Institute of Technology • Treasury Board • Veteran's Affairs CGI • Public Works • LSI Logic Corp. • Dept. of Education • NASA • Revenue Canada • Management Board Secretariat • Army National Guard • RCMP • Nortel Dept. of Health & Human Services • BAE Systems • Glaxco Wellcome University of BC • Alberta Energy • Imperial Oil • Intel • M.I.T. • California State Teacher's Retirement System • World Bank • SAIC • The White House

intervista

1 800 397 9744

Intervista-Institute.com