



Innovation Workshop Programs “Innovations Paradigm”

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Executive Summary

Innovations have been identified as the most critical contributor to a country's prosperity. Unlike natural resources, which are not available for ever and tourism which is depending on trends, Innovations are abundant, until we have a perfect universe.

Innovations Paradigm and innovative thinking workshops

Takeaways for attendees and organizations:

- Understanding the complete innovation lifecycle
- Guidance and methods for innovative thinking
- Ability to develop an innovation value
- The composition of an innovative ecosystem
- The innovations Paradigm

Material

- A copy of the book, "Innovations Paradigm"
- Guideline to use methods for innovation within an organization
- 14 unique and situation specific innovation development canvases

Foundation of the innovation lifecycle

Half day workshop

Audience:

Executives, Entrepreneurs, Managers
Investors, Ecosystem builder
Government representatives

Program Content

This workshop introduces the full lifecycle of innovation, starting with the act of invention, the value of such an initial invention and where to go from here. It helps understand how our human brain is able to actually perform innovative thinking. Attendees hear about the concept of innovation value creation, including innovative business models and all the requirements of a well-set innovation ecosystem.

1) **The act of innovation.**

The typical situation around an idea and its initial value.
How such ideas are valued in competition with others and where to take it.

2) **Innovative Thinking**

How do we actually think? Starting to train our brain to think innovative. Techniques that can be used to create big ideas, identify big problems and come to ground breaking solutions.

3) **Innovation Value Creation**

Why are so many great ideas not really successful.
How can some companies bring ideas that are not really ground breaking to huge global success.

4) **Innovations Paradigm**

In order to make innovation really successful, we need to understand the full complex of the innovative processes from innovative thinking, act of invention, value creation to globally successful market acceptance. Understanding the innovations paradigm

5) **Innovation Ecosystems**

Apparently some ecosystems breed more world class innovation than others. Why come more successful innovations from Silicon Valle then from any other place in the world? What are the key ingredients?

Take away

- Understanding the complete life cycle of innovation
- Guidance and methods for Innovative Thinking

- The book “Innovations Paradigm”
- 14 innovation development canvases
- Understanding how to leverage innovation creation at work

The Innovations Paradigm Workshop

Full day workshop

Audience:

Executives, Entrepreneurs, Managers, Investors

Program Content

This workshop explores the Innovations Paradigm to gain a deep understanding in the world of innovation, and why it is the most critical aspect of a modern company's success. Some of the key parts of this workshop include: Innovative thinking, what it takes to actually create an innovation value, the impact of branding to get traction on a global scale, creation of innovative and disruptive business models, and how corporates can create internal innovation eco-systems.

1) The act of innovation (45 min)

The typical situation around an idea and its initial value. Why most ideas flop in the market and what we can do against it. Differences between ideas and responses to serious problems. How we come to far better ideas with innovative thinking.

2) Innovative Thinking (90 min)

How our brain constructs ideas and what helps to get better ideas or what prevents world class ideas. Methods to stimulate our brain and protect it from the biggest problem: Self limitation. Brain training methods. How to create really bold ideas and turning them into ground breaking solutions.

Innovation canvas in action. Framing what otherwise is a creative process.

3) **Innovation Value Creation (45 min)**

Like any business it's all about relentless execution. Creating innovation Value is no difference. Learn from ideas that failed and from innovations that was a big win. Why going global is such a critical act not only for the company development but also for the respective society – macroeconomic impact.

4) **Innovations Paradigm (60 min)**

In order to make innovation really successful, we need to understand the full complex of the innovative processes from innovative thinking, act of invention, value creation to globally successful market acceptance. Understanding the innovations paradigm

Canvas sets in action. Using dedicated canvases to manage the innovation process and bringing order into an otherwise rather chaotic range of activities.

5) **Innovation Branding (45 min)**

While brands, producers, even service providers do usually a good job in marketing and corporate branding, there is a distinct and mostly overseen aspect of branding that can make or break an innovation. Strategic communication aspects of those brands.

Comparing an "iPad" with the brand attributes of a "Galaxy Tablet".

Brand Canvas in action. Using the general canvas format to develop an innovation brand and ways to navigate the brand to success.

6) **Innovation Financing (45 Min)**

Whether startup, SME or global enterprise, innovation financing decides between success or failure. Innovation capital is globally available. Ways to finance innovation of almost any size, from a silly phone app to a project of cosmic proportions.

Innovation financing canvas in action. Bringing the whole capital

requirements onto a canvas type structure to make it easier to comprehend the financial needs over a longer stretch of time.

7) **Innovation @ Work (60 min)**

Building an internal innovations eco-system. Key elements, innovation sub-culture, management style, objective definition, ranges of innovations to be performed, Success management.

Innovation lab canvas in action. Bringing the innovation lab with the key attributes of innovation in synch.

Take away

- Understanding the complete life cycle of innovation
- Guidance and methods for Innovative Thinking
- Ways to practice innovative thinking
- Key strategies for innovation branding
- Critical observations about innovation financing
- Concepts and methods for Innovation at the work space

- The book “Innovations Paradigm”
- 14 innovation development canvases
- Understanding how to leverage innovation creation at work

Innovation Development Workshop

2-, 3- or 5-day workshops

Duration

The workshop can vary in duration by using more time for practical exercises in particular in session 2, 4 - 8

Audience:

Entrepreneurs, Managers

Program Content

This workshop is designed to gain practical experiences and a deep understanding in the world of innovation. Some of the key parts of this workshop include: Innovative thinking in action. The impact of branding and how to brand your innovation to compete in global markets. Creation of innovative and disruptive business models. How corporates can create internal innovation eco-systems.

1) **The act of innovation. (45 min)**

The typical situation around an idea and its initial value. Why most ideas flop in the market and what we can do against it. Differences between ideas and responses to serious problems. How we come to far better ideas with innovative thinking.

2) **Innovative Thinking (120 | 240 | 375 min)**

How our brain constructs ideas and what helps to get better ideas or what prevents world class ideas. Methods to stimulate our brain and protect it from the biggest problem: Self limitation. Brain training methods. How to create really bold ideas and turning them into ground breaking solutions.

Innovation canvas in action. Framing what otherwise is a creative process.

3) **Innovation Value Creation (45 min)**

Like any business it's all about relentless execution. Creating innovation Value is no difference. Learn from ideas that failed and from innovations that was a big win. Why going global is such a critical act not only for the company development but also for the respective society – macroeconomic impact.

Innovation Validation Canvas in action. Validating the innovation in multiple steps. Risk analysis and mitigation.

4) **Innovations Paradigm (120 | 240 | 240 min)**

In order to make innovation really successful, we need to understand the full complex of the innovative processes from innovative thinking, act of invention, value creation to globally successful market acceptance. Understanding the innovations paradigm

Canvas sets in action. Using dedicated canvases to manage the innovation process and bringing order into an otherwise rather chaotic range of activities.

5) **Innovative / Disruptive Business Models (120 | 240 | 420 min)**

In particular in the last decade, disruptive business models did outperform any innovative technology. Technology improvements in the hotel business, taxi business, enterprise software business and so forth could not compete with better and disruptive business models in any industry.

Disruptive Business Canvas in action. Using the canvas to capture the customer experience advantages and the so called "disruptive moment"

6) **Innovation Branding (150 | 150 | 240 min)**

While brands, producers, even service providers do usually a good job in marketing and corporate branding, there is a distinct and mostly overseen aspect of branding that can make or break an innovation. Strategic communication aspects of those brands. Comparing an “iPad” with the brand attributes of a “Galaxy Tablet”. **Brand Canvas** in action. Using the general canvas format to develop an innovation brand and ways to navigate the brand to success.

7) **Innovation Financing (120 | 180 | 240 min)**

Whether startup, SME or global enterprise, innovation financing decides between success or failure. Innovation capital is globally available. Ways to finance innovation of almost any size, from a silly phone app to a project of cosmic proportions. **Innovation financing canvas** in action. Bringing the whole capital requirements onto a canvas type structure to make it easier to comprehend the financial needs over a longer stretch of time.

8) **Innovation @ Work (120 | 240 | 420 min)**

Building an internal innovations eco-system. Key elements, innovation sub-culture, management style, objective definition, ranges of innovations to be performed, Success management. **Innovation lab canvas** in action. Bringing the innovation lab with the key attributes of innovation in synch.

Take away

- Understanding the complete life cycle of innovation
 - Guidance and methods for Innovative Thinking
 - Ways to practice innovative thinking
 - Key strategies for innovation branding
 - Critical observations about innovation financing
 - Concepts and methods for Innovation at the work space
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- The book “Innovations Paradigm”
 - 14 innovation development canvases
 - Understanding how to leverage innovation creation at work

Preparation

This workshop is designed to unleash the creative and innovative thinking in every human mind. Homo Sapiens has extraordinary abilities, which sometimes are reduced over time in order to keep societies under the control of the respective rulers. However breaking rules is the most inner substance of innovation. **Innovation is impossible to unleash under pressure or the forces of societal rules and regulations.**

- If you feel you need to write everything down in order to report all you heard, you are very welcome to do so. However, your innovative brain flow will be restricted by the rules and societal requirements. You may want to reduce notes that only you need to remember.
- Asking questions is the single most important aspect of curiosity, which is the food for our brain to increase the ability to create associations and abstractions. There are no dumb questions, only unanswered thoughts. In many cultures, asking is considered a matter of weakness. Innovative cultures show an excessive behavior of curiosity.
- During the program you may come to a point where you feel incapable to innovative. This is normal. The good news is, it would be unusual if not. The good news: Innovative Thinking needs to be learned and must be trained.
- Most of the more time intensive workshops or training programs are outside the corporate boundaries and happen inside co-working space or other innovative places. The reason is that the highly rules- and regulation-based environments do not invite to become all of a sudden innovative.

LAST BUT NOT LEAST: You can do yourself a great favor if you don't read emails or any messages 2-3 hours prior to the workshop and do so until 4 hours after the workshop. But if you have to, you at least know that you are so deeply embedded in processes that you would probably need an alternative timeline for getting innovative.

Fees

World Innovations Forum Foundation is an independent swiss based non-profit organization (NGO). The fees will cover the organization's expenses and is not to generate profits. All payments shall be made in € (EURO) to

Bank: UBS Bank Lucerne

Account name: World Innovations Forum Foundation

Zihlmatweg 44, 6005 Lucerne, Switzerland

IN EUROPE:

IBAN: CH57 0024 8248 1592 5860 A

OTHERS COUNTRIES:

Account # : 248 -159258.60A

BIC : UBSWCHZH80A

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World Innovations Forum
Foundation
Lucerne, Switzerland

+41 41 511-2660

engage@wiforum.org
wiforum.org