

INNOVATION PROGRAMS AT A GLANCE

| PROGRAM | AUDIENCE | LENGTH | PURPOSE | OBJECTIVES |
|-------------|--|--------|---|---|
| I—CREATE™ | Individuals | 1 Day | <ul style="list-style-type: none"> To build individual creative capability Learn, experience and apply idea generation techniques | <ol style="list-style-type: none"> To increase the understanding and importance of creativity To learn core creativity Techniques To practice creativity techniques in the context of idea generation To apply creativity techniques in solving case study |
| I—TEAM™ | Intact teams, cross-functional teams, departmental teams | 2 Days | <ul style="list-style-type: none"> To train intact teams in translating creativity into bottom-line results To use a real business innovation challenge or opportunity To ensure the teams capability to replicate the innovation process To ensure on-going innovation success is leveraged. | <ol style="list-style-type: none"> To understand and apply an innovation process against a real business goal To harness team innovation models and techniques for optimum results To implement successful innovation initiatives from conception to implementation |
| I—GO™ | Any team charged with making change | 1 day | <ul style="list-style-type: none"> To build the capability of teams to execute effectively on innovation initiatives To collectively charge the team with the tools and techniques to launch innovation | <ol style="list-style-type: none"> To guide a team through the steps required for successful innovation To harness team planning, communication and monitoring capabilities for optimum results To implement successful innovation |
| I—LEADER™ | All levels of managers | 2 Days | <ul style="list-style-type: none"> To train leaders in the art and science of leading innovation teams To provide tools and techniques to effectively lead innovation initiatives within organizations | <ol style="list-style-type: none"> To understand how to lead a team through a successful innovation process To harness team innovation capabilities for optimum results To implement successful innovation initiatives from conception to implementation |
| I—STRATEGY™ | Leaders and Executives | 3 days | <ul style="list-style-type: none"> To develop new innovation strategies including product and service innovation, operational innovation and business model innovation To apply innovation tools, techniques and models to drive the strategy | <ol style="list-style-type: none"> Apply innovation techniques to strategic planning Ensure the innovation focus is clear and aligned to overall strategies Develop a comprehensive innovation plan |
| I—BRAND™ | Leaders and Brand Teams | 3 Days | <ul style="list-style-type: none"> To develop outstanding insights, great ideas and new brand propositions To apply innovation tools, techniques and models to drive the brand | <ol style="list-style-type: none"> Use deep consumer understanding from existing resources plus unconventional new data sources as creative fuel Apply proprietary innovation and pattern breaking tools to start the idea explosion Make ideas real early and quickly |