a businessfruit workshop

Managing Innovation®

Optimizing the Power of New Ideas

Executive Summary

In this two-day programme, participants will come to see the management of innovation as a powerful and practical way to create value by selecting and exploiting the best new ideas —both for improvement and for radical change in products, processes, positioning, or paradigm.

Participants will learn to incorporate innovation management skills and processes into their jobs by absorbing the results of research on exceptionally innovative organisations; they will put that knowledge to work through structured activities, cases, and skills practice. They will simulate an "innovation journey" and will practise many of the skills and tools used by the most successful innovation managers.

During the workshop, participants will have the opportunity to assess their own skills and the culture, structure, and processes relating to innovation in their organisation, comparing them to the best practices of benchmarked organisations. Participants will create a plan to move their own skills forward and to create a more innovation-supportive structure and culture within their organisations and teams.

Workshop Materials

Every participant receives a bound workshop manual, with examples, worksheets, checklists and a practical tool to support innovation management.

Who is it for?

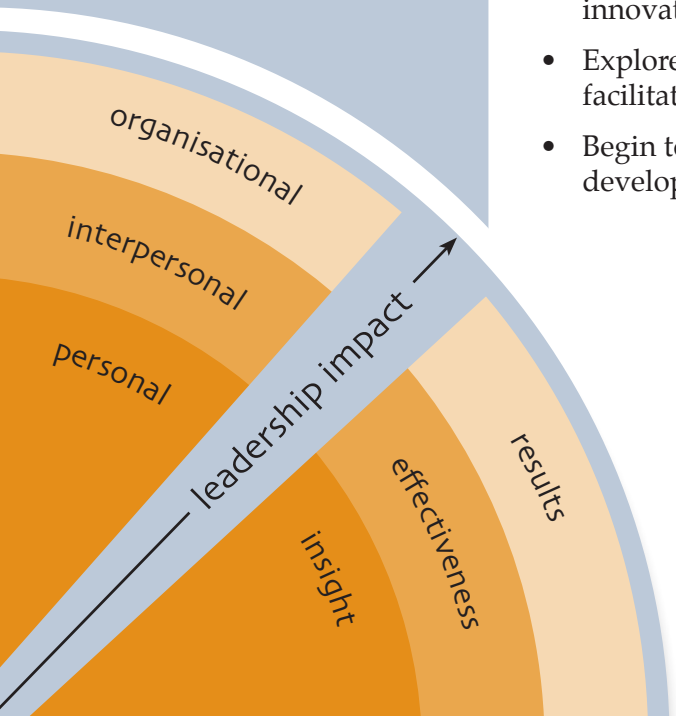
Managers who see fostering innovation as a part of their role, individual contributors whose work involves facilitating innovation, and senior managers who lead or sponsor innovation as part of their responsibilities.

What will I be able to do after participating?

You will be better able to:

- Describe best practices in innovation management
- Reflect systematically on their own strengths and weaknesses as a manager of innovation
- Identify ways to weave innovation into their management practices
- Use specific behavioural skills that drive, foster, support and improve innovation practices
- Explore the norms, values, competencies, structures, and processes that facilitate innovation
- Begin to develop a draft innovation agenda that can be explored, developed and implemented following the workshop.

The Core Programme is described in more detail on the next page



At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organisational performance.

To find out more about this workshop and our other programmes:

1. email businessfruit at: info@businessfruit.com
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at www.businessfruit.com, and 'contact us'

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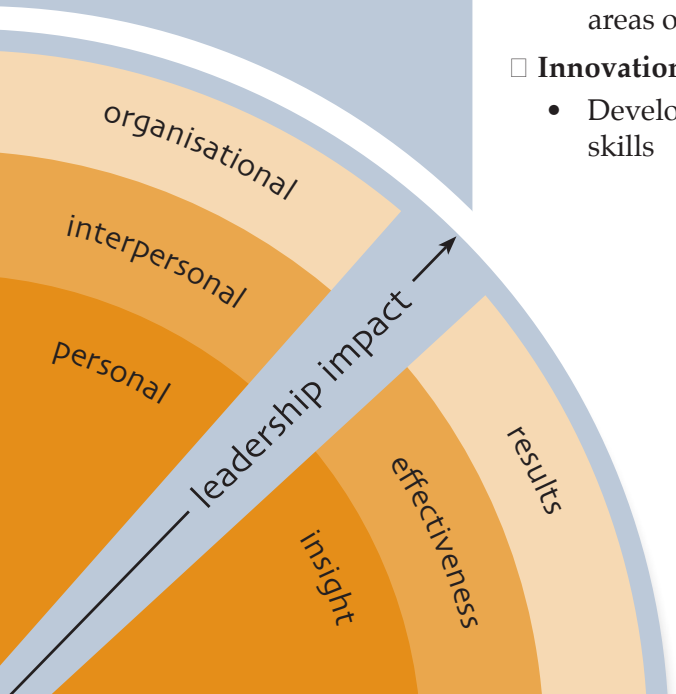
Core Programme

- **Opening Exercise, Definitions, Key Models**
  - Exercise, discussion, and exploration of core definitions and concepts related to creativity, innovation, and innovation management
- **Personal Connections: Contributions, Lessons Learned, Needs and Issues**
  - Examination of participant and organisational strengths, needs, and experiences regarding innovation management
- **The Innovation Journey**
  - Introduction to the core model for innovation management and application to participants' past experiences
- **The Avatars of Innovation**
  - Exploration of the mindsets and skill-sets required during each phase of the innovation journey
- **Deep Dive: Searching, Exploring, Committing**
  - Analysis of the early phases of the innovation journey through viewing and discussing a video example followed by skill practice, observation and feedback
- **Skill Assessment**
  - Review of the mindsets and skill-sets as applied to participants' own-management practices; identification of further learning needs
- **Tools for Idea Development**
  - Introduction to several tools for generating, developing, and selecting promising ideas
- **Innovation Journey Exercise**
  - Practice in managing a competitive, time-bound innovation journey through all the phases
- **Organisational Capability: Research and Application**
  - Application of six areas of innovation capability identified through research on successfully innovative organisations to participants' own areas of influence and responsibility
- **Innovation Agenda**
  - Development of a draft plan for implementing innovation management skills



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