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## Bottom Line Innovation

**Duration: 3 Days**    **Course Code: GBLIE100**

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### Overview:

Innovation is the one key business competency that can quickly separate the winners from the rest in this fast-paced competitive environment. The sustaining value for more and more organizations is a prime focus on their intellectual capital as creators of innovation. This is becoming an organization's most important and valuable asset. "Value innovation is not defined as outpacing the competition; it is end-running the competition by creating new value propositions and thus having no competition for an initial period." (World Economic Forum) The Bottom Line Innovation program provides a proven process for the discovery of dozens of new, unexpected, and useful ideas targeted at important organization.

**Benefits for the Individual** Expanded thinking abilities beyond limited, traditional approaches A clear focus and approach for tackling business issues in innovative ways Generation of many more ideas and better scrutiny of selected ideas A more results-oriented method for selling ideas internally Understanding of and ability to immediately apply pattern-breaking techniques which increase the capability to generate innovative ideas

**Benefits for the Organization** A systematic process for innovation to address business needs and issues Translates vision, mission, and organizational imperatives into an actionable process A means for building and leveraging your organization's intellectual capital A process for making innovation repeatable and sustainable Improves the quantity and quality of innovative ideas

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### Target Audience:

Team members, intact teams, and others who need to develop new, unexpected, and useful ideas to address business issues, challenges, opportunities, and problems

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### Objectives:

- What You'll Learn
  - Employ eight different strategies to establish the right environment for innovation
  - Focus on key challenges and formulate a powerful challenge statement to focus your efforts
  - Use the Bottom Line Innovation process map to guide the creation and implementation of innovative ideas and solutions
  - Identify the ideal future and develop opportunity statements to shape and open possibilities
  - Brainstorm individually and collectively to begin idea generation
  - Go beyond brainstorming by using five pattern-breaking techniques to generate hundreds of new ideas
  - Pool ideas and select key ones using consistent evaluation criteria
  - Assess the relative risks and benefits of each idea to determine feasibility and establish priorities
  - Build action plans and gain commitment from the implementation team
  - Obtain support from others for your ideas and implementation plans
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### Prerequisites:

- There are no prerequisites for this course
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### Follow-on-Courses:

■ There are no follow-ons for this course

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### Further Information:

For More information, or to book your course, please call us on 00 971 4 446 4987

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