

Bottom Line Innovation

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

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

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

Objectives:

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

Prerequisites:

- There are no prerequisites for this course

Follow-on-Courses:

- There are no follow-ons for this course

Further Information:

For More information, or to book your course, please call us on Head Office Tel.: +974 40316639

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