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EXCELLENCE IN TRAINING

IKO4E

Team Power International
 Where Your Winning Future Begins



In-House
 Training

BUILDING CORPORATE INNOVATION STRATEGY

Build a Solid Corporate Innovation Strategy



OVERVIEW



PRIMARY OBJECTIVES & BENEFITS

Practically every company innovates. But few do so in an orderly, reliable way. In far too many organizations, the big breakthroughs happen despite the company. Successful innovations typically follow invisible development paths and require acts of individual heroism or a heavy dose of serendipity. Successive efforts to jump-start innovation through, say, cash prizes for inventive concepts, and on-again, off-again task forces frequently prove fruitless. Great ideas remain captive in the heads of employees, innovation initiatives take way too long, and the ideas that are developed are not necessarily the best efforts or the best fit with strategic priorities.

This workshop will help participants to:

1. Learn how to develop an innovation strategy that will lead to the growth of their organization.
2. Learn how innovation is measured.
3. Anticipate the next 'tsunami' in their industry and make sure to ride that wave.
4. Define their risk appetite and know when and how to reward risk, failure and success.
5. Ask the right questions while building their innovation strategy.
6. Align their corporate innovation strategy with the corporate vision.
7. Learn how to protect their ideas - "Intellectual property rights".



WHO SHOULD ATTEND?

- Chief Innovation Officers
- Innovation Managers
- Head of Innovation
- Innovation Experts
- Head of Strategy
- Innovation Consultants
- Head of Marketing

BUILDING CORPORATE INNOVATION STRATEGY

Build a Solid Corporate Innovation Strategy

Module 1 - Learn How Innovation Is Measured

- Rate your organization
- Innovation Strategy Framework
- The Global Innovation Index
- Learn how Innovation is measured
- Link innovation strategy to growth strategy
- Calculate your Return on Innovation

Module 2 - Next 'Tsunami' In Your Industry

- Build up an online intelligence system
- Understand why Innovation is important
- Trend analysis vs a competition analysis
- Predict the future - analyzing existing data
- Move once u see the need & finish the move

Module 3 - The Best Practices In Innovation

- Prepare for the next S - Curve
- Lean on customers
- Think like an Artist
- Lead the way

Module 4 - Define Your Risks

- Define your risk appetite
- Set a yearly budget for fresh new ideas
- Diversify your corporate Innovation Portfolio
- Set up a specific Failure reward system
- Build up your recognition / reward system

Module 5 - Setting S.M.A.R.T Objectives

- Define your Innovation KPI's
- The 6 Characteristics of an effective vision
- Setting: **S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-bound objectives
- Set up a clear strategic Innovation direction

Module 6 - The 4 Innovation Strategy Pillars

- Follow customers Home
- Tap outside collaborators
- Stay Small
- Use the best, invest the rest

Module 7 - Learn To Ask The Right Questions

- **What** are we doing to realize our vision?
- **Who** is expected to participate?
- **What** is the timeframe to execute our Innovation Strategy?
- **What** are the required resources?
- **What** are the required enablers?

Module 8 - Learn How To Protect Your Ideas

- What is Intellectual Property?
- What is a Copyright?
- What is a Trademark?
- What is a Patent?
- The 5 main IPOs, the WIPO

Module 9 - The Innovation Strategy Models

- Need seekers
- Market readers
- Technology drivers
- Build-up on a need or an opportunity

PROGRAM HIGHLIGHT

Duration: 3 days

Date: To be Agreed with the Client Organization

Timing: 8:30 am to 2:30 pm daily

Venue: Suitable & fully equipped venue (to be provided by Customer)

Notice required: 10 working days

Language: English or Arabic

Material: Participants will be provided with high quality handouts

Certificates: Certificates of Completion shall be provided to participants upon successful attendance of the training program

Fees: Inclusive of facilitator's fees, materials and certificates