



INNOVATION FOR BREAKTHROUGH RESULTS: AN ENTREPRENEURIAL WORKSHOP

OBJECTIVE

The term 'innovation' means a new way of doing something -- having the ability to look at something old or current and see something new or different. To succeed in today's economic conditions, truly *successful* CEOs didn't fall back on traditional management discipline, existing best practices, or status quo operations. They dug deeper, wider, and exploded with out of the box critical thinking skills to survive and thrive. In fact, according to a new IBM study, creativity and innovation is now the most important leadership quality for success in business over the next five years.

This *Innovation* workshop teaches participants to apply innovation techniques to achieve breakthrough results. Armed with new techniques and strategies, participants become stronger role models as creative agents, and entrepreneurs among others to ultimately provide a competitive edge for your organization.

STRATEGY

The workshop incorporates a high level of interactivity, practical learning, self-assessment, exercises, skill practice, case studies and action planning in a fun and relaxed atmosphere.

Pre-Work: Participants will be asked to complete an online assessment that helps to define the following individual/team strengths. (20 minute pre-work required)

- Creative capacity
- Levels of curiosity
- Pattern breaking skills
- Idea nurturing ability
- Willingness to experiment and take risks
- Courage and resilience levels
- Energetic persistence

WORKSHOP AGENDA

Introduction to Innovation

- The participants will define innovation and its value to the individual contributor and the overall organization.

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- From one of the first exercises, participants will jump into an experience of what it means to stretch beyond their comfort zone. Resistance and common “knee-jerk” reactions/habits will be explored.

The Business Case for Innovation

- The participants will receive supplemental reading on several examples of positive innovation from other organizations (3M, GE, Pfizer, Best Buy, Google)
- The participants will list those characteristics of their company that they support great innovation and an entrepreneurial organization. (“How We Will Win?” Pillars of Strength)

Leveraging Individual Strength

- The participants will review their findings of the Pre-Work / Creative and Innovative Profile.
- The participants will explore these roles in fun interactive exercises that will help them to better understand their individual strengths and learn how to create successful innovative patterns that brings about breakthrough results.
- Participants will also use their results to identify how their qualities fit within the creative / innovative culture of their organization.

Techniques for Creativity and Innovation

- Through a fast-paced round-robin exercise, attendees will learn techniques to utilize their creative skills and innovative resources to solve a challenge placed before them.
- Each “circuit station” will invite them to learn a new technique while applying it to the four BASF pillars: (T) Talent; (I) Innovation; (M) Markets and Customers; (E) Excellence
- Sample Techniques include:
 1. Innovation Transfer
 2. Fusing
 3. Reframing and Reformatting
 4. Provocation
- Supplemental Reading will be provided of creative problem solving techniques.



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Junkyard Simulation Game

- This outrageously fun simulation combines high energy and fun with creativity and process improvement to bring out the entrepreneurial spirit in everyone. Even the most skeptical players will experience the concept of innovation as they plan, create, and execute their ideas. And while they're having fun, you'll know they will be applying the lessons learned from previous modules.
- The participants will utilize their innovation and creativity skills and techniques to dream up an innovative table-top sporting event for an international competition. First they'll design a flag, compose a national anthem... Then they are to design, build, and even play the most original games ever imagined – using only their skills and the miscellaneous “junk” available to them. Prizes are awarded for things like most innovative creation and best use of resources.

My Call to Action

- Participants create a personal / professional action plan that encourages accountability and transfer of learning into action around innovation and creativity.
- Participants will define what it means and how to commit to demonstrating the entrepreneurial spirit and being a strong role model for others.

PARTICIPANTS RECEIVE:

- Coaching throughout the session
- Opportunity to share best practices
- Assessment / evaluation of strengths / areas for improvement
- A workbook / reference manual

LENGTH

Half-Day workshop.

Class size is 10-100 participants.