

# Innovation Essentials

*This training approaches innovation with a pragmatic structure by defining key concepts, explaining methodologies and techniques to innovate and presenting inspiring business cases.*



## Training Overview

This training teaches Innovation by first defining the concepts, trends and the types of innovation. It describes methodologies that support innovation like Design Thinking, Lean Startup and business modelling. It details how to set up an innovation team within organisations and how to implement the innovation process. It also presents key success factors and best practices that successful companies are using.

## Training Objectives

This training addresses innovation through a pragmatic approach by:

- Defining key concepts concerning innovation through history, theoretical models and real-life examples of successful and unsuccessful companies
- Explaining methodologies and techniques to innovate
- Presenting inspiring business cases
- Providing a hands-on learning experience

At the end of the training, trainees have a clear understanding about the following:

- What is digital innovation and how to set up an effective innovation capability
- Innovation management frameworks
- Processes, roles and responsibilities for innovation within the organisation
- Relationship between digital innovation and Agile software product development

## Target Audience

This training is primarily intended for innovation leaders, new Business Development Managers, Product Managers and Marketing Managers, but can also be extended to any team member who is looking to bring about more creative outcomes in their team.

## Prerequisites

Participants should have a basic knowledge of product management and preferably software development, project life cycle and an understanding of business models and/or technology.

## Training Content

1. What is innovation?
  - Definitions of innovation
  - Sources of innovation
  - Innovation mindset - DNA, dilemmas, disruption
  - Innovation and leadership
2. Common innovation practices
  - Design Thinking (d.school Design Thinking exercise)
  - Business Model Innovation (Business Model Canvas)
  - Lean Startup (Validation Board, MVP, Lean Canvas)
  - Lean UX
3. Processes to support Innovation
  - Developing innovative teams
  - Nurturing a culture of innovation

## Training Information

Training will be conducted by an experienced trainer and Agile Coach from why innovation!.

Each training will have a maximum of 12 participants.

**Duration:** 1 days (8 hours)

**Location:** Singapore/ Hong Kong/ Shanghai

**Price:** SGD 800/ HKD 4,500/ CNY 3,000

*Select more than 1 training to be eligible for a discount.*

## Related Trainings

1. Business Model Innovation
2. Design Thinking
3. Storytelling

## WHY INNOVATION!

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We offer trainings in IT Trends, Innovation Management, Agile and Software Engineering as well as Information Security.

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