



CORPORATE
INNOVATION



Innovation
Academy



Business Innovation

Stay ahead of the game with the most essential skill for business success.

Online Academy Course

SUPPORTED BY **Google**

Leading the innovation imperative.

MASTER THE SKILLS NEEDED TO TAKE AN IDEA FROM CONCEPT TO COMMERCIALISED BUSINESS PROPOSITION.

In our rapidly changing world of new technologies and raised customer expectations, innovation has become critical for every business and organisation: imperative for growth, competitive advantage and improving efficiency.

Therefore, innovation skillsets are now essential for professional development. Creativity and the ability to guide teams and businesses through accelerating change will be the most valuable skills in our near future as we enter the “Fourth Industrial Revolution”.

This engaging online learning programme will enable you to harness innovation for commercial and career-focused growth and success. Our faculty and course directors will teach you a highly practical approach to innovating, taking you **step by step through a design thinking process** and innovation toolkit.

“ Innovation distinguishes between a leader and a follower. ”

STEVE JOBS



Key course benefits



INSIGHT

Learn how to “live” the customer journey through in depth customer persona creation, journey mapping and problem statement framing.



IMPLEMENT

Develop key skills for fast prototyping and testing of ideas - including effective brainstorming techniques and visualisation methods.



INNOVATE

Gain the confidence to make innovation your way of work and in turn start to build a culture of innovation within your organisation.

Is it for you?

INNOVATION IS ESSENTIAL FOR ALL BUSINESSES, ACROSS ALL INDUSTRIES, AND CAN BE APPLIED NOT ONLY TO BRAND NEW PRODUCTS BUT TO IMPROVING EXISTING OFFERINGS, AND TO IMPROVE OPERATIONS AND PROCESSES.

THIS COURSE HAS BEEN DESIGNED FOR:



LEADERS & MANAGERS

Who lead businesses, departments, projects and teams responsible for delivering ongoing success.



INDIVIDUALS

Who wish to grow their career in innovation.



PROFESSIONALS

Who are looking to switch careers to focus on innovation.

“93% of business executives believe that organic growth through innovation will drive the greater proportion of their revenue growth.”

PWC, 2017

What to expect

APPLY NEW TECHNOLOGIES:

Gain an understanding of how to apply new technologies to your business innovations.

PRACTICAL FRAMEWORK:

The course will enable you to implement an end-to-end innovation process .

EXPERT DELIVERY:

Learn from experts and professionals with experience in innovation, creativity and design thinking – brought to you by the Innovation Academy.



Your course director



RODY VONK

Innovation and Design Thinking
Consultant

Rody Vonk has been working as an innovation consultant and trainer for over 15 years. He started his working life as a creative concept developer in advertising agencies. Over the years he transitioned to developing marketing and communication concepts and strategies for various companies and projects.

Nowadays Rody uses his creative background in developing disruptive ideas and strategies for organizations that get stuck in their daily routine or projects. The learnings from these assignments he uses as examples and as a source of inspiration in his trainings, workshops and presentations on serious creativity and innovation.

“ 84% of customers say it is somewhat or very important that the company they buy from is innovative. ”

LAB42, 2017



BENEFITS FOR THE INDIVIDUAL

- » Accurately understand your customer needs and experiences.
- » Identify areas where innovation will have the greatest impact.
- » Unlock your creativity and increase your flow of ideas.
- » Create and test prototypes, for quick iterations and improvement.
- » Take an idea from concept to a commercialized business proposition.

BENEFITS FOR THE ORGANISATION

- » Be aware of the most common barriers to innovation and how to overcome them.
- » Discover how to bring people with you through innovation processes.
- » Be able to build a culture that fosters innovation.
- » Select innovative solutions with the greatest potential value.

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MODULE 1: WHY INNOVATE?

- What is innovation and why should I care?
- Changing corporate skills and shifting culture
- Where innovation starts

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MODULE 2: EMPATHIZE & VALIDATE

- Understanding your customers and users and where innovation could be most valuable
- Toolkit: stakeholder mapping; customer persona creation; understanding the current customer reality - customer journey mapping
- Defining the correct problem to solve
- Validating assumptions
- Interviewing customers

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MODULE 3: IDEATE

- Creativity: the power of a serious approach
- What stops us in generating new ideas?
- The creative process - structure
- Ideation: effective brainstorming techniques in business
- Idea selection and prioritisation

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MODULE 4: PROTOTYPE & TESTING

- Customer journey mapping - what if?
- Prototyping & visualization methods
- Techniques and guidelines for successful application
- Testing your prototype - Planning and best practice



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MODULE 5: BUILD

- Creating a commercial proposition - Business Model Canvas
- Business Model Innovation
- Master the financial aspects of innovation by understanding how to measure your innovation practices and projects

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MODULE 6: EMBEDDING INNOVATION

- Creating a culture for innovation
- Barriers to success - why do innovation functions fail
- Influencing others - bringing people into the process

What is an Online Academy Course?

INNOVATION ACADEMY ONLINE OFFERS INTERACTIVE AND ENGAGING EDUCATIONAL PROGRAMMES DESIGNED TO MAXIMISE LEARNING FOR PROFESSIONALS WITH BUSY SCHEDULES AND/OR SMALL TRAINING BUDGETS.

The programmes brings alike professionals together and gives you the opportunity to share ideas and questions via the discussion forum creating your own professional community. From the course start date, our on-demand feature means the content is available as and when you need it allowing greater flexibility to your professional development and learning.



100% ONLINE:

Course content is totally digital, accessed online through your browser on desktop or mobile devices.



INTERACTIVE:

Interact directly with the trainer through the forum while the course is live, as well as fellow professionals taking the course.



ENGAGING:

Bitesize videos, articles, exercises, quizzes and digital activities.



BUSINESS FOCUS:

Firmly rooted in practical application of innovation in a business setting, with exercises using your own real live examples.



SELF-PACED:

All course material is available immediately, allowing you to fit learning to whenever most suits you.



1.5 HOURS / WEEK:

Most learners opt to complete a module per week – each of about 1.5 hours.



6 WEEKS:

Course is live for 6 weeks, with trainer available for support, plus 8 further weeks of access to content to review.



CERTIFICATE:

Boost your career with a certificate in a vital skill from this accredited course.

THE BEST FLEXIBLE
LEARNING COURSES
FOR CORPORATES
AND INDIVIDUALS

