



Leading Innovation, Inspiring Creativity

Innovation in your company: creative chaos or creating chaos?

A thought provoking and interactive workshop for innovation leaders exploring how to;

- Accelerate delivery of new products and services
- Spot and back more winners in the innovation race
- Make the most of your creative resources
- Obtain and lever funding for innovation
- Overcome barriers to innovation

Designed for leaders and key managers in companies seeking to manage new product, service or process innovation more effectively, *Leading Innovation, Inspiring Creativity* will provide you with examples of world class innovation and practical steps to give your organisation and team members that vital extra ounce of creative energy.

The workshop will tackle questions like;

- Why innovate?
- How can I tell how innovative my company is?
- How do I inspire others to be innovative?
- How do you identify and harness creative individuals?
- How do you develop and manage creative teams?
- How can we generate ideas?
- How do I know if they're any good?
- Why is external collaboration important?
- How do you launch and exploit a new idea successfully?
- Where can I get backing for my innovative idea?

Our Approach

Our workshops are led by time served leaders of creativity and innovation in industrial science and technology. The *Leading Innovation, Inspiring Creativity* workshop is flexible in format and scope and can be tailored according to time and the needs of the audience. Input from the workshop leaders will be used to frame key topics, but delegates will be encouraged to discuss and explore key areas together and helped to identify points of application and action within their own business area.

Your tailored workshop would be built around the following framework.

- The need to Innovate?
- Leadership – Inspiring Innovation
- People – Developing Innovative Teams
- Process – Managing Innovation & Creativity
- Idea Generation
- Opportunity Assessment
- Project Definition
- Development
- Implementation
- Review
- Finance - Backing Innovation
- Overcoming Barriers

For more information
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