



# BEGINNERS PROGRAM IN INNOVATION

## INTRODUCTION

The Beginners Program in Innovation equips executives with cutting-edge knowledge and tools needed to improve creativity and innovation at their workplace. The program also aims at developing leadership skills in participants by creating environments that challenges their decision making ability and innovation thinking.



## BENEFITS TO THE ORGANISATION

Employees who are formally trained in innovation are more likely to deliver at work. Following are some of the benefits to the organisation:

- Continuous improvement in all business metrics through innovative solutions.
- Increased employee engagement through empowerment and training.
- Improved revenues and profits through innovative products and services.
- Reduction in costs and cycle times through innovative business processes.
- Sustainable advantage through original solutions unavailable to competitors.



## KEY LEARNING

This workshop uses a combination of presentations and exercises to explain and reinforce key learning. The workshop will help participants:

- Recognise and identify their innovative abilities.
- Understand innovation as a repeatable, stepwise business process.
- Acknowledge their role in using innovation to achieve corporate objectives.
- Discover tools to develop deep insights into problems and opportunities.
- Practice brainstorming techniques to produce original creative solutions.
- Gain confidence in their ability to evaluate new solution concepts.
- Identify specific techniques to implement innovative solutions faster and at lesser cost.

## OBJECTIVE

**K** Applicable KNOWLEDGE

**A** The right ATTITUDE

**S** Industry ready SKILLS

**H** Make innovative thinking a HABIT

The Program enhances the KASH of entry level executives to generate, evaluate and simulate industry ready ideas that ensure sustainable advantages for the organization.



## PARTICIPANTS

The Program is designed for individuals or teams of management trainees, entry level executives and managers in any functional vertical of the organisation.

## FORMAT

Our experiential learning program is power packed with:

- Collaborative exercises and ideation sessions
- Audio-visual presentations, cases and white papers

## DURATION

16 Hours (2 Days)

# COURSE OUTLINE

## INNOVATION AND YOU

- Exploring your Innovation appetite?
- How the Brain Thinks: Combining Logic, Creativity and Heart
- Barriers to Innovation
- Traits of an Innovator
- Assessing your Passion and Innovation Profile

## WHAT IS INNOVATION?

- Traditional View of Innovation
- Innovation vs. Invention vs. Problem Solving
- Innovation in Business

## WHY INNOVATE?

- The Importance of Creative Thinking at the Workplace
- The Opportunities and Results of Innovation
- Balancing Creativity Styles

## INNOVATION PROCESS

- Innovation Process and Idea Architecture
- The Faces of an Innovator

## INSIGHTS COME FIRST

- Opportunities and Problems
- Power of Observation
- Setting an Insight

## GETTING GOOD IDEAS

- Why Brainstorming is Not Enough: Incremental/Component/Disruptive/Radical Breakthrough/Outcome Based Innovation
- Ideation Tools: Learn the Best from Fortune 500
- Building on the Idea: Ensuring Quality and Acceptance

## EVALUATING IDEAS

- Effective Tools and Approaches to Valuing Innovation
- Key Metrics for Driving SMART Results: Business Drivers
- Rapid Estimation
- Wisdom of Crowds

## TURNING INNOVATIVE IDEAS INTO CASH

- Rapid Iterative Prototyping
- Transitioning Successfully: Concept to Product

## COMMUNICATING IDEAS

- Understanding the Audience
- Selecting the Right Message
- Working with Business Leaders to Drive and Sustain Innovation
- 'Me' as an Innovative Brand: Organisational Visibility

# ABOUT IDEAS INFINITE

## Ideas Infinite: 'Ideas and Innovation to the Power of Infinite'

We are a company focused on providing solutions to create and promote a culture of innovation in the ecosystem enabling our clients and the society to discover their true Innovation potential.

### Our Infrastructure

**People:** Ideas Infinite facilitates the growth of a society by educating and deploying human capital to change the mindset with which our audiences perceive 'Innovation'.

**Process:** Ideas Infinite strives to successfully deliver qualitative solutions while ensuring easy accessibility and affordability.

**Technology:** Ideas Infinite constantly innovates, designs and delivers products and services that are SMART (Sustainable, Measurable, Actionable, Relevant and Tangible).

### Our Solutions Portfolio

#### Business Environment Ideation Services:

- Innovative Ideators – The Challenge"
- Customised Ideation Competitions
- Ideation through Crowd Sourcing Solutions
- Corporate Innovation Policy Management

#### Testing Services:

- Corporate Innovation Index
- Personal InQ Measurement (Innovation Quotient)

#### Learning and Development:

- Corporate Training and Development Workshops
- Student Enrichment and Faculty Development Programs
- Innovation: An Elective in Academia

#### Knowledge Management:

- Visual Content on Innovation (TV)
- Ideas Infinite World Online



## MENTORS

1. Dr. Pritam Singh  
Professor Emeritus,  
MDI – Gurgaon
2. Maj. Gen. Khurana  
Chairman,  
Centre for Public Policy
3. Mr. Pavan Choudary  
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## TEAM

Dinesh Goel      Manju Nandwani      Nikita Goel      David Wittenberg      Charu Dubey

### Designers

Custom designed by the world's leading gurus on innovation: Gerald 'Solutionman' Haman, Patrick Harris, Rob Duncan and Markus Mettler along with our team of experienced experts.

## CONTACT

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