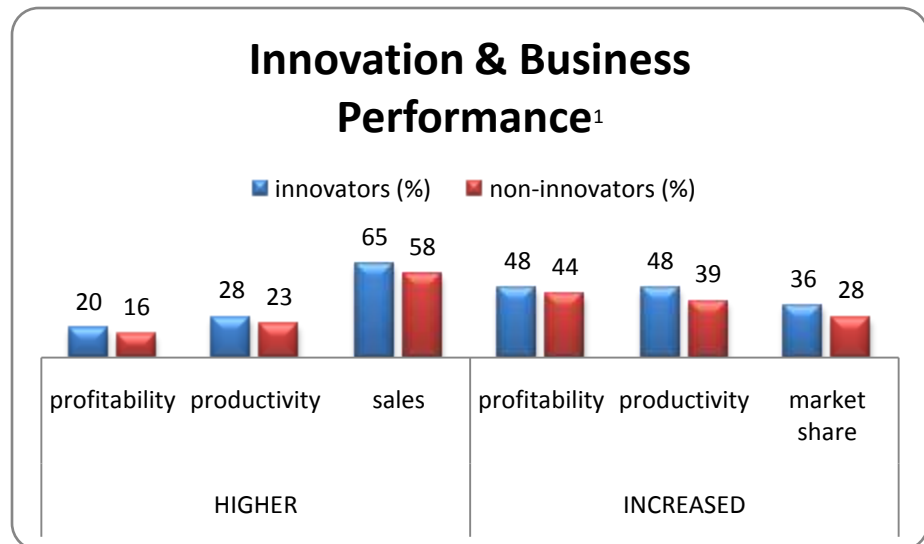


# Frameworks for Innovation

A recent NZ survey of over 35,000 businesses identified that:

- Less than 50% had undertaken any innovation activity in the last year.
- Innovators consistently reported better business performance.



Innovation plays a crucial role in the ability of every business to effectively respond to the challenges and opportunities presented by both local and global economies and the environment we operate within.

This training course provides the critical skills and tools for developing and sustaining innovation and creating new and improved products, services and processes.

<sup>1</sup> Statistics New Zealand. (2008). *Innovation in New Zealand: 2007*.

## Course objectives

This course will allow participants to:

- Solve problems and spot opportunities creatively
- Improve existing products and services
- Create new products, services and strategies
- Become an innovation leader
- Ensure that innovation activity is sustainable

## Course duration

1 day

## Who should attend

Managers, supervisors and subject matter experts who want to improve their business and professional performance through innovation.

## Course Outline:

### Introduction to Innovation

- Getting into a creative frame of mind
- Programmed thinking vs. lateral thinking

### Innovation Tools

- Improving a product or service
- Creating a new product, service or strategy
- Generating many radical ideas
- Making creative leaps
- Widening the search for solutions
- Looking at problems from different perspectives
- Thought experiments

### Innovation Processes

- A simple process for creativity
- Subconscious problem solving
- Some quick tips for sustainable innovation

## Training methodology

This is a highly interactive and intensive workshop mixing a small amount of classroom based training with many breakout sessions where participants have the opportunity to work with the tools and methods discussed. Attendees are encouraged to share their own experiences and where confidentiality permits they will practise by using real-life examples from their own organisations and industries.

**Costs**            Approximately \$700+GST per person depending on location and venue.

## Custom options

This course can be tailored in a variety of ways:

- to meet the needs of a single organisation or industry group by focussing on service innovation or product innovation
- to meet a real-life challenge by focussing in depth on the most appropriate tools and facilitating management or work teams through the innovation process (usually requires one additional days)
- to go beyond the ideas themselves and towards implementation by adding on sessions covering evaluation, prioritisation, feasibility and planning (one or two additional days)