

Innovation Management & Stage-Gate WORKSHOP 2011

Overview

“The best way to have good ideas is to have lots of ideas” Dr Lingus Pauling, scientist and Nobel Prize Winner.

Innovation Management is about asking the people who know your organisation the best for their ideas on how to improve your business performance; through the development of new products, services and improving the performance of your people, teams and supply chains.

You will be surprised at the number and quality of ideas that are generated simply by empowering your staff to have a say and by focusing your teams on key areas of opportunity that will drive value for your business. In order to realise this value you will need to develop a system for the capture categorisation, evaluation, development, implementation and launch of ideas to market.

This workshop is about using Innovation Management practices to develop an innovation framework that will make innovation tangible, measurable and targeted; whilst integrating it into existing systems and processes to ensure accessibility and engagement from all staff. Learn about the principles of Innovation Management, get practical tips on how to develop a culture and climate of innovation and learn how to develop your own Innovation Management programme.

Topics Covered

> **DAY ONE:** Principles of Innovation Management; Identify key principles of innovation in order develop an Innovation Management programme and learn how to apply these principles to your organisation.



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- **Innovation Strategy** - Learn to design innovation systems so that they align with the strategic goals and objectives of the organisation; in order to focus thinking and drive tangible outcomes.
 - **Innovation Advocates and Mavericks** - Learn how to identify innovation advocates. Arm the Innovation Advocates with tools and information that can be use to promote innovation practices within the organisation.
 - **Senior Sponsorship and Leadership Support** - Learn how to sell innovation to senior teams and gain leadership support for innovation activities.
 - **Innovation and Communications** - Learn to develop a communications plan to ensure that you are communicating the right messages to people at the right time. Learn the importance of great communication and managing disappointment.
 - **Building an Innovative Culture** - Developing a culture and climate of innovation is key to making change happen. Getting staff to challenge the status quo and to develop better solutions is the first step in this process.

> **DAY TWO:** Developing an Innovation Framework; Develop your innovation skills and learn about the Innovation and Stage-Gate process.

- **Innovation and Stage-Gate Processes** - Learn about the innovation process, what are the stages of innovation; from idea generation through to implementation and launch.
- **Online Collaboration Tools** - The rise of social networking has provided us with the ability to use online collaboration tools to post, develop and select ideas for implementation. Understand how we can integrate these tools into our innovation management programs.
- **Idea Entry and the Fuzzy Front End** - Develop a process for idea entry including; the development of idea entry templates, confidentiality forms and how to manage IP ownership issues.



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- **Evaluation Criteria and Systems** - Learn to develop evaluation criteria and systems that fit with the strategic goals and objectives of your organisation. Develop moderation processes to manage the evaluation team meetings.
 - **Innovation Systems** - Discuss the types of systems available to assist with the innovation process and how to integrate these into your existing project management systems.

Who should attend

Anyone interested in using Innovation Management as a discipline to capture, categorise, evaluate, develop, implement and launch ideas and innovations focused on strategic growth areas.

This workshop targets anyone with a mandate for innovation; HR staff, marketers, new product and service development specialists, strategy and planning, project managers, general managers and team leaders in both the public and private sectors.

This workshop can also be run offsite for a team or specific organisation; form your own innovation team and use this workshop to develop your own innovation framework.

Outcomes - Learn to;

- Use innovation practices to build a tangible, measurable and targeted Innovation Management programme
- Align innovation systems with the strategic goals and objectives of the organisation
- Use innovation advocates to promote innovation practices within the organisation
- Develop a communications framework and develop a culture of innovation performance
- Use stage-gate processes to select the best ideas for implementation
- Use social media to enhance collaboration and idea development
- Develop evaluation criteria to fit with the strategic goals and objectives of your organisation
- Integrate Innovation systems into your existing processes
- Develop an Innovation Framework/Plan for your organisation



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