



CORPORATE  
INNOVATION



# Making Innovation Happen

Learning solutions to build key competencies across your business

Face-to-Face | Digital | Bespoke In-Company

[www.innovation-academy.co.uk](http://www.innovation-academy.co.uk)

# Flexible and cost-effective way to upskill teams and develop key competencies across your business

The Innovation Academy, part of Informa Tech, works with customers experiencing a high level of disruption in their industry, who have struggled to structure or monetise their innovation practices and who want to create a consistent culture of innovation within their organisations. Our approach and methodologies stem from design thinking but are focused towards application in corporate environments. This is why we choose to challenge teams to learn by doing and experience key areas of strategic advantage,

## Flexible delivery methods

Expert insight, delivered in a format to suit your needs, to enhance knowledge and drive performance in your team. We take a consultative approach to learning: our learning & development consultants will work closely with your team to establish your unique business needs and define success measurements.

- **Face-to-face:** We'll hand pick a leading practitioner to create and deliver a technical or commercially focussed programme, at your location – wherever that may be globally.
- **Digital:** We develop specialised online learning programmes using our virtual learning platform so your teams can learn anytime, anywhere – both on-demand or through online live classes.
- **Blended:** A mix of online and face-to-face – your business taps into our leading online learning experience and gets valuable face-time with leading practitioners

*"Great content mixed with great participants and professional moderators and facilitators"*  
HR Digital & Innovation, Deutsche Telekom AG

*"This was one of the best trainings for ages, with useful insights and methods for rapid prototyping. Highly recommendable!"*  
Innovation and Trends Manager, Cosnova



# Business Innovation

## Innovation Mini MBA (5-Day)

This unique programme provides you with the tools to implement lasting innovation in your organisation through the process of Design Thinking. Ideate, test, prototype, pitch! Over the course of 5 days, you will work through B2B and B2C business simulations. What sets this programme apart:

- Build market winning strategies. Practical impact with a business innovation simulation!
- Ideate, test, prototype, pitch. Live the end-to-end innovation process
- Master best practice corporate innovation from guest speakers with deep-dive case studies
- Present your business plan 'Dragons Den' style

## Design Sprint (3-Day)

A fully immersive design sprint spanning 3 days. You will learn the complete end-to-end innovation journey, from Ideation, testing and experiments, rapid prototyping to the build and pitch. Course modules cover:

- Innovation Mindset, importance of problem finding and definition
- Learn from customer interviews, how to generate and sort ideas, how to give and receive feedback
- Learning by doing through prototyping, Business Model Canvas as tool for business insights, innovation on business models, creating and practising a pitch

## Enabling Innovation (1-Day)

Leadership workshop that examines how innovation can shape the future of work enabling you to:

- Help your workforce become empowered and mobile, enabling them to find fulfilment and deliver
- Understand how you can support your innovation function
- Drive the cultural shift across your organisation - creating an adaptable and responsible/enabled workforce and business
- Gain an overview of innovation operating models, structures and how to enable an innovative workforce

## Open Innovation Workshop (2-Day)

This workshop focuses on your business drivers, resources, motivations, revenue streams and open innovation readiness. It provides tools that have been successfully implemented across multiple industries, equipping you with the necessary skills to begin or improve your current collaborative efforts. This will enable you to:

- Develop an understanding of open innovation and its different approaches
- Learn key open innovation tools, methods and frameworks
- Effectively engage and co-create with the external ecosystem
- Identify key drivers and challenges to open innovation

## Business Innovation Masterclass (Online)

Innovation skillsets are now essential for professional development. The Business Innovation Masterclass online learning programme will enable you to harness innovation for commercial and career focused growth and success. Complete the programme to:

- Accurately understand your customer needs
- Identify areas where innovation will have the greatest impact.
- Unlock your creativity and increase your flow of ideas.
- Create and test prototypes
- Take an idea from concept to proposition



# Artificial Intelligence

## AI Fundamentals (Online)

This six-week online course provides you with a core understanding of the adoption and integration of AI. You will gain insights into practical use cases and business applications of AI, and build the skills needed to define an AI opportunity, determine why it is valuable, source the relevant data, and evaluate success.

- Latest Trends and Use Cases
- Practical tools to develop a clear strategy based on value creation through AI solutions;
- The Full Lifecycle: From strategy to implementation,

## Applied Python Programming (2-Day)

In this practical course we will guide you through the Python language and have you utilise it to develop various applications. By the end of the course you will be confident in Python and how to apply it, thus, equipping you for a variety of opportunities. Delegates will be able to:

- Develop RESTful Web Services using Python
- Automate Push Notifications using Python
- Save and retrieve data in databases using MySQL

## Introduction to AI using Microsoft Cognitive Services (2-Day)

In this course we introduce to you Microsoft's Cognitive Services APIs and teach you how to incorporate AI capabilities into your applications without needing to build the AI services from scratch. You will learn how to:

- Use the various services and APIs in the Microsoft Cognitive Services
- Incorporate AI services into the various types of applications - Python, Android, and iOS
- Understand how to get their apps to; make smart recommendations, perform language translations, recognise users and emotions, perform web searches and recognise speech

## A Practical Guide to AI in Finance(2-Day)

Exploring the key use cases to understand the challenges affecting AI adoption in finance. We investigate AI use cases through a mix of presentations and demonstrations to provide guidance on tackling key hurdles affecting AI adoption and the strategies that can be taken to ensure successful AI deployment.

- Latest use cases: Analyse what is being done, how it has been done and what we can learn from
- Investigation into key obstacles: Identify the key obstacles and methods to overcome these

## A Practical Guide to AI in Clinical Trials(2-Day)

Claims that AI will be able to transform this process of bringing a drug to market by improving the efficiency of clinical trials, it is no surprise that it has generated intrigue across industry. This course will, provide understanding on these questions and help management level staff make informed decisions regarding its use in their business.

- Learn use cases of AI technologies for clinical trial design, patient recruitment, and site selection.
- Navigate the unique challenges faced by pharma in implementing AI technologies and solutions.
- Use Real-World Evidence for more patient-centred outcomes and to utilise RWE and AI for process automation, predictability, improved ROI and time-to-market for new drugs.

