



CORPORATE
INNOVATION



Innovation
Academy



Innovation Mini-MBA

IDEATE, TEST, PROTOTYPE, PITCH. LIVE THE
END-TO-END INNOVATION PROCESS IN 5 DAYS!

Practical impact – a unique and powerful learning opportunity, for the brightest and best talent globally.

16-20 March 2020 | London



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informatech

Immersive Innovation Programme

93%
LEARNER
RATING

A FULLY IMMERSIVE LEARNING EXPERIENCE, FOCUSED ON PROGRESSING YOUR INNOVATION PRACTICES, INTERNALLY OR EXTERNALLY.

The Innovation Mini MBA is designed for participants experiencing a high level of disruption in their industry, who have struggled to monetise their innovation practices or want to create a consistent culture of innovation. The programme delivers a practical end-to-end process with all the innovation models and tools needed for success.

What sets this programme apart?

- » **Build market winning strategies.** Practical impact with a business innovation simulation based on applying tools and understanding the how they are used to drive innovation.
- » **Ideate, test, prototype, pitch.** Live the innovation process with content spanning problem definition, ideation scaling & prioritisation, customer interviewing, business model transformation, rapid prototyping and pitching.
- » **Learn best practice corporate innovation** from guest speakers with deep dive case studies from the most innovative organisations around today.
- » **Present your business plan 'Dragons Den' style** to our panel of industry experts!
- » **Join our Alumni of 400+ graduates** from organisation in the Banking, Telecoms, Tech, Not for Profit, Retail, Education and Energy sectors
- »



“ Great content mixed with great participants and professional moderators and facilitators.

HR DIGITAL & INNOVATION,
DEUTSCHE TELEKOM AG

Your 5-day innovation journey

WHAT YOU'LL COVER

THEMES	YOU'LL COVER THIS	YOU'LL DO AND EXPERIENCE THIS
INNOVATION IMPERATIVE	What is innovation and why does it matter? <ul style="list-style-type: none"> Commercial and consumer context Innovation models in action 	Hear from practitioners and industry leaders about they apply innovation, what has worked, what hasn't Define your problem statement and empathize with the user.
INSIGHT	How do you identify relevant and compelling insights and ideas? <ul style="list-style-type: none"> Validate your problem statement Insight generation, tools and tricks Using feedback & idea prioritisation 	Fall in love with the right problem! Design effective questions and Go out and interview your user. Collate feedback and ideate.
INNOVATION IMPERATIVE	How do you visualise your proposition and generate feedback? <ul style="list-style-type: none"> Sketching & visualisation 	Learn how, why and when to prototype and get your own concept ready for the pitch.
BUSINESS CASE	How do you build an effective business case? <ul style="list-style-type: none"> Business Model innovation Choosing Innovation Metrics that match your project Measuring innovation, build your business case & look at ROI Stakeholder management 	Look at different business model tools and patterns. Select the right metrics, build a business case quickly and easily and work on the best way to communicate value to your stakeholders.
PLAN AND PITCH	How do you build and deliver a compelling internal pitch? <ul style="list-style-type: none"> Packaging the pitch Pitching & winning 	Pitch your idea and business case to the panel of industry heavy-weights and innovation strategists. Work on your personal implementation plan to bring to your business.

Is it for you?

THIS LEARNING EXPERIENCE IS FOR INDIVIDUALS WITH THE DRIVE AND AMBITION TO GET THEIR CAREERS TO THE NEXT LEVEL AND HELP CHANGE HOW THEIR ORGANISATION INNOVATES.

» Challengers...

are looking for the tools to make viable creations that make commercial and strategic sense

» Disruptors...

are looking to learn about the latest technologies that can help make creations that harness market demand

» Innovators...

are looking for guidance, inspiration and the tools to turn vision into reality

Job titles of past delegates:

Corporate Innovation Manager, Digital Propositions Director, Senior Product Manager, Proposition Innovation Manager, Lead Designer, Director R&D, Offerings & Strategy Product Manager, Proposition Design Manager, Digital and CX Manager, Customer Experience Manager, Head of Partnerships, Open Innovation Manager, Innovation Consultant, Innovation Practice Lead, Business Analyst, Marketing Manager, Marketing Director, Strategy Manager

Organisations that have attended:



Learn

Learn about the vital role innovation plays internally and externally in the current environment. Apply tried and tested tools and frameworks.

Experience

Go out and interact with users, engage with heads of corporate innovation practices and encounter the challenges faced with rapidly creating a prototype with designers.



Engage

Work in small groups with other innovation strategists, managers and thought leaders across a variety of industries, to uncover new perspective and grow an idea into a real proposition.

Deliver

Put the whole process into practice, build your prototype, your business case, your arguments and pitch to a panel of business heavyweights.

Innovation Mini-MBA:

16-20 March 2020

MAKING INNOVATION HAPPEN

Curriculum & Agenda

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	EMPATHIZE	VALIDATE & IDEATE	PROTOTYPE	BUILD	PITCH
AM	Kick Off Welcome Objectives & agenda, teams & picking your case	Ideation to drive innovation Guest Speaker TBC	Embedding corporate innovation Guest Speaker TBC	How to pitch a brilliant idea? Guest Speaker TBC	Pitch Prep Finalise the story/ Develop the pitch
	Innovation Imperative Mindset, key tools & models	Validate Gather customer insights with a powerful customer interview	Customer Journey Mapping (what if)	Business Model Innovation	
		Validating Continued Get out of the building and uncover the unmet needs	Sketching and Visualisation	Innovation Metrics Set up for success by picking the right metrics for your project	Pitch & Win Team pitches to industry & innovation experts; Winners announced.
PM	Empathize Defining the problem, stakeholder mapping	Ideation Generating, sorting and prioritising ideas and using feedback	Practical & Rapid Prototyping	Financials Use a simple financial tool to help build your business case & secure funding	Personal Planning Enabling Change, Your next steps!
	Empathize continued Creating your persona, customer journey mapping (current reality)	Team re action Group Idea Selection	Business Model Canvas	Planning & Pitch Utilise effective storytelling & overcome objections	Summary Wrap up & review, feedback and closing

■ Learn
 ■ Engage
 ■ Experience
 ■ Deliver

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Great, mix of theory, examples, hand-on experience and learning from other participants.

HEAD OF DIGITAL INNOVATION,
TOGETHER FINANCIAL SERVICES



Benefits for the individual

- » Learn how to practically apply innovation tools and methods
- » Feel confident in asking the right questions to support innovation
- » Absorb fully the challenges of innovation by creating a working prototype
- » Understand business model transformation
- » Learn to build and pitch a business case and choose KPI's designed to make your innovation a success
- » Network with like-minded people and learn best practice from other industries
- » Walk away with an Innovation Handbook including tools, research and videos to help you bring everything back into your business



Benefits for the organisation

- » Help encourage an innovative culture in the business and provide a memorable, unique and powerful learning experience to high potential employees
- » Equip your innovation ambassadors with the latest tools, frameworks and industry best practice through working with peers from other industries
- » Bring innovation capabilities into your organisation and help create a common language for sustainable creativity
- » Benefit from immediate commercial impact, from quickly validating ideas and turning them into viable products and services
- » A better understanding of the barriers preventing successful innovation, to ensure you can begin progressing your internal initiatives

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The course content and speakers were excellent and the workshops formalised previous experiences into a solid process to use moving forward.

HEAD OF RETAILER PARTNERSHIPS, WESFILED



Innovation Academy

BROUGHT TO YOU BY THE EXPERTS:

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, such as business model transformation and open innovation.

PROGRAMME FEES

Regular fees:

£3,500+ VAT

£700 discount for registrations received by 16th January, £500 discount for registrations received by 16th February.

For companies:

*for group discount please contact us

**reduced prices considered for non-profits/ start-ups, please get in touch for details

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HOW TO REGISTER

Given the competitive nature of this immersive programme, there is a two stage application process:

STAGE1

Complete the form on our website:

innovation-academy.co.uk/courses/innovation-mini-mba-london/

STAGE2

Our lead education consultant will be in touch to verify your details and have a quick chat about your background to ensure you can make the most out of the programme.

CONTACT DETAILS:

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