Innovation Essentials

The course tackles innovation with a pragmatic approach by defining key concepts, explaining methodologies and techniques to innovate, and presenting inspiring business cases.

Course Overview

This course provides the concrete know-how about Innovation by first defining the concepts, trends and the types of innovation. It describes methodologies that support innovation like Design Thinking, Lean Startup and Business Modeling. It explains how to set up an innovation team within your organization, and how to create an innovation process. It also presents key success factors and best practices that successful companies are using.

Course Objectives

The course addresses innovation through a pragmatic approach by

- defining key concepts concerning innovation through history, theoretical models and real-life examples of successful and unsuccessful companies
- explaining methodologies and techniques to innovate
- presenting inspiring business cases
- providing a hands-on learning experience

At the end of the course, trainees have a clear understanding about:

- What is digital innovation and how to setup an effective innovation capability
- State-of-the-art innovation management frameworks
- Processes, roles and responsibilities for innovation within the organization
- Relationships between Digital Innovation and Agile Software Product Development

Targeted Audience

This course is primarily intended for Innovation Leaders, New Business Development Managers, Product Managers and Marketing Managers, but can also be extended to any team member who is looking to bring about more creative outcomes in their team.

Prior Knowledge

Participants should have a basic knowledge of product management and preferably software development, project life cycle and an understanding of business models and/or technology.

Course Content

- What is innovation?
  - Definitions of innovation
  - Sources of innovation
  - Innovation mindset - DNA, dilemmas, disruption
  - Innovation and leadership
- What are some of the most common innovation practices? How do they work and how can they help us achieve success?
  - Design Thinking (d.school Design Thinking exercise)
  - Business Model Innovation (Business Model Canvas)
  - Lean Startup (Validation Board, MVP, Lean Canvas)
  - Lean UX
- What are some processes that can support innovation?
  - Developing innovative teams
  - Nurturing a culture of innovation

Trainers

Training will be given in English by an experienced trainer in innovation and Agile Practitioner / Coach from **why innovation/**

Course Information

Training will be held at the why innovation! offices. Each session will be limited to a maximum of 12 participants.

Duration: 1 day
Price: SGD 1,000 / HKD 6,000

*A discount will apply if taken in combination with our other training courses.

Related Courses

- Business Modelling
- Design Thinking
- Digital Product Development
- Lean Startup
- Scrum Product Owner

We offer a large variety of trainings in Innovation Management, Agile and Software Engineering. Courses are delivered through open enrollment or company in-house sessions. In this later case, we may customize training to your company's specific context and needs.

We are proud of our passion for knowledge and we promise our students a fun learning experience mixing a variety of teaching techniques.

For more details, contact:
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