

Workshop: What is Innovation, and how do you do it?

Synopsis

According to independent reports, you are more than 3 times as likely to be a successful business if you have new ideas. And, as a recent government report on Innovation states, without Innovation we will be unable to compete successfully against new products and services being offered by developing economies.

So what is Innovation? Innovation, in essence, is the successful exploitation of new ideas, and can bring sustained or improved growth, higher profits, new and more interesting work for employees and is the key to prosperity for us all. Innovation doesn't have to be a one-off world shattering idea. In fact, the greatest benefits arise from a sustained programme of continuous, incremental Innovation.

So how do you make Innovation work for you? Innovation is something that all companies want, but only a few achieve successfully. Ultimately, Innovation depends on the knowledge, skills and creativity of people. Some organisations already have programmes designed to achieve increased success through Innovation. This practical workshop aims to equip those that don't with some approaches and tools to help you understand and successfully implement Innovation in your business.

In this workshop we will look at:

- Why Innovation is important.
- The different types of Innovation (some are easier than others!).
- Some simple creative tools and techniques for idea generation.
- How to tell if your idea will work.
- Barriers, limits and risks (and how to overcome them).
- How to get your ideas off the drawing board (communication, planning etc.).

Format of the workshop is very interactive, with a combination of short 'info briefs', facilitated discussions and idea generation sessions using different creative tools.

Duration

This can be run as a half day (3 hours) introductory workshop, or a one day (three hours each morning and afternoon) in-house workshop which goes into more detail about effective idea evaluation and implementation.

Cost

A half day introductory workshop is £600 plus expenses.

A one day workshop is £800 plus expenses.

(Expenses include 40p a mile for car travel, and £100 for one night hotel where distance is 150 miles or greater.)

Tailored workshops are also available – please enquire for more details.

Biography

Jacqui is passionate about Innovation.

Jacqui completed an MBA with the Open University 10 years ago, specialising in Innovation and Creative Management where she graduated with distinction. She also has an honours degree in Architecture, a postgraduate diploma in Computer Science and was a mentor for the DTI's 'Investigating an Innovative Idea' grant.

Having successfully implemented a wide variety of innovative projects and initiatives in a variety of organisations, Jacqui now runs her own company specialising in helping businesses find and implement ideas to enhance their businesses. She has facilitated Innovations seminars and workshops for groups ranging from 6 to 200 people, utilising a 'toolbox' of creative thinking techniques and practical planning tools.

Further information

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