

(insight)
wow!
(idea)
that's a
(opportunity)
great
(action)
idea!

turning ideas into innovation

Innovation Training Program delivered by Ed Bernacki – The Idea Factory

Innovation takes much more than generating new ideas. It also requires that we act on the best ideas and achieve a useful result. To do this effectively, organisations must turn innovation into a day to day capability. This innovation program provides two perspectives – it provides participants with a useful tool kit for managing ideas and it introduces key insights for fostering a more innovative organisation.

The program is designed to empower participants to answer these questions with conviction:

- ❶ **What is innovation?** – to develop a deeper understanding of innovation.
- ❷ **How do I start?** – to learn key skills for innovative thinking.
- ❸ **Where do I start?** – to foster a more innovative organisation.

Part 1 – What is Innovation?

The first step in any learning process is to develop a basic understanding of the topic. When this is applied to “innovation” it is clear that we must address what innovation is and what it is not.

Everyone has stereotypes about innovation. To start, it is important to dispel the myths starting with the link made between technology and innovation. Innovation is best thought of as a verb; that is, “to be innovative in our thinking”. This begs the question – how can we be more innovative in our thinking? The solution is found in teaching people to manage their ideas.

We open with a well-used cliché – “thinking outside the box” – by discussing “thinking inside the box”. This will raise a number of personal and business challenges for participants.

One of the first challenges that will be presented to participants is this question – “have you attended training programs like this before, made notes and never looked at them again?” This leads into a discussion on getting the most from the program by reflecting on techniques for more effective participation, listening, note taking and acting on ideas.

From here, participants will get involved with a table mini-workshop to define the big question or concern that they have about “innovation”. These will be collected and used as a basis to address the myths, definitions, and stereotypes.

Perhaps the most important concepts that will be introduced are:

- ❶ The need to focus all efforts on learning new skills to enhance the potential for innovative thinking.
- ❷ Creating a work environment and culture that is open to these new ideas.

Part 2 – How do I start?

The second part of the program will enhance people's understanding of idea management. The concept of managing ideas will be new to most participants.

It opens with a discussion on our basic preference for thinking. Everyone is capable of finding new ideas. Some people are analytical while others are more imaginative in their approach. Both are right if people find new ideas. What counts are the results not how they were found.

With this context, we focus on developing your innovation tool kit. This will highlight practical tools for:

- ① Finding Ideas – helping people to find more and bigger ideas individually and as groups.
- ② Developing Ideas – helping people to grow and nurture ideas ready for evaluation.
- ③ Judging Ideas – helping people to recognise the difference between a poor idea and a great idea.
- ④ Acting on Ideas – helping people to go beyond “to do” lists and to create plans that achieve results.

Participants will recognise that the reason for developing “idea management” skills is to improve the quality of decisions that they make.

Part 3 – Where do I start?

To foster innovative thinking in any organisation, people need new skills to find new ideas, a climate that is open to these ideas, and direction to know where innovative thinking is most needed to get results. This takes both a business and a personal perspective.

Participants will be asked to address this question – what is an innovative organisation? It is likely that the discussion will revolve around the issues of organisations being reactive versus those being responsive.

Outside research will focus on well-documented attributes of innovative organisations and attributes that either hinder or enhance innovative thinking in organisations. People will use the “idea factory” innovation process to discuss these issues and then to conclude with recommendations.

The program then shifts to a person perspective to focus participants on changes that they will make to their day-to-day work and what new actions they will take to develop their ability to be innovative.

This will include an introduction to an Innovation Strategy for personal as well as organisational growth.

To put this in context, participants will be asked – “is innovation a choice?” If so, the discussion will focus on getting people to consider the “other” option.

To close participants will reflect on a series of suggestions to foster innovation in their own work and in those projects to which they contribute.

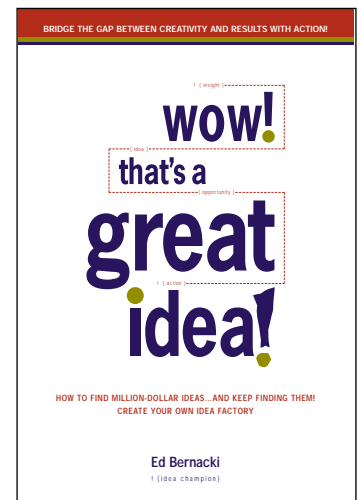
Participants will use “Wow! that’s a great idea!” as a reference for the course. Related handouts will be provided.

about Ed Bernacki and The Idea Factory

Ed Bernacki started The Idea Factory in 1996 to help organisations to foster innovation. He is an international writer, speaker and adviser on the use of innovation and creativity in public sector organisations. His new book, “Wow! that’s a great idea!” is available in NZ, Australia and Asia (by Prentice Hall). His presentations are colourful and insightful and his materials and stories are original. Participants said of his presentations:

- ★ *The content of this workshop was relevant, interesting and I will use the concepts back at the office.*
- ★ *This one presentation has made attendance at the conference worthwhile.*
- ★ *This workshop was one of the few that actually met all of my expectations. Thank you.*

He has written over 70 articles on innovation for a wide variety of publications. He has recently returned to Canada after living 12 years in New Zealand and Australia. He earned his MBA from Otago University in New Zealand. He has worked on corporate and public sector programs in New Zealand, Singapore and for numerous government departments in Canada.



For information on availability and fees contact:

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This full-day innovation-training workshop is designed to help people to develop new skills for innovative thinking and to gain new insights for fostering a more innovative team or organisation. The workshop will help participants create an agenda for innovation in their department and a process to foster a more innovative organisation/team/department.

Indicative timing for full day program:

8:30 a.m.	<p>Why Innovation? Why Now? Set the scene for the program by outlining why it is important to focus on innovation. Provide outline of the day.</p>
8:45 a.m.	<p>What is Innovation? The objective is to achieve a common sense understanding of the key issues and priorities for innovation through explanations, which will allow participants to retell stories back at work. This will be accomplished through:</p> <ul style="list-style-type: none"> ★ In the box vs out of the box thinking – a personal assessment ★ BIG Question workshop – what is the big question you have about innovation? ★ Myths of Innovation ★ Skills to Innovate – Spirit of Innovation
9:45 a.m.	<p>How do I start? The objective will be to provide participants with new perspectives for managing their ideas and to apply one or more real ideas through a process. This will be accomplished by:</p> <p>Creating a Personal Tool Kit for Innovation</p> <p>① Finding Ideas ② Developing Ideas ③ Judging Ideas ④ Acting on Ideas</p>
12:00 p.m.	Lunch
1:00 p.m.	<p>Where do I start? The objective is to provide participants with an understanding of how to shape a culture/climate for their organisation that is open to new ideas; to provide an overview for an innovation strategy and on changes that will develop their ability to be innovative.</p> <ul style="list-style-type: none"> ★ Fostering Innovation in the organisational/team ★ What is an innovative organisation ★ What's the definition? <p>Debrief: How to Start and Where to Start – ensure people have a sense of these issues</p>
3:45 p.m.	<p>Summary – Providing a long term view 5 Ways to Foster Innovation</p>
4:20 p.m.	Evaluations