

WHAT YOU WILL LEARN ?

DAY ONE: WEDNESDAY 4TH MARCH

Module 1 - Foundations of Innovation

What is Innovation?

A deep dive into the concept of innovation, its historical and modern-day impact, and how it applies to the real world. Activities include building a "Wall of Awesome" with modern innovations.

Where Do Good Ideas Come From?

Focuses on brainstorming techniques, idea generation, and fostering curiosity to find and develop innovative ideas.

Module 2 – Prototyping and Problem Solving

Exploring Innovation Physically

Emphasises the tangible aspects of innovation and creativity, including how physical models can quickly help deepen understanding of product or service innovations.

Evaluating & Testing Innovation

Explores an expansive range of tests to check the product solves the original problem and meets the business need.



DAY TWO: THURSDAY 5TH MARCH

Module 3 – Strategic Thinking & Proposal Development

Knowing Your Context

Emphasises the tangible aspects of innovation and creativity, including how physical models can quickly help deepen understanding of product or service innovations.

Consolidating Your Proposal

Discusses gathering relevant data, understanding the environment, and using metrics to support innovation proposals (eg. PESTLE analysis etc).

Module 4 – Communication & Culture of Innovation

Effective Communication

Focuses on creating impactful proposals for innovation ideas using data and a structured format like a Vision Specification document.

Creating the Culture

Explores how to foster a culture of innovation within organisations, and some ideas for personal growth.



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UK

