

Innovation Toolkit workshop

Date	Wednesday, 14 January 2009
Time	9.00 AM to 5.30 PM
Venue	MCCIA Trade Towers ICC Complex, 403, Senapati Bapat Road Pune 411016
Charges	Rs. 2, 000 per person Includes instructional fees and materials

This workshop will provide an overview of the innovation process and is intended to show how select specific modes and frameworks work together to generate new ideas, opportunities, and strategic roadmaps. The sessions will cover the full range of the innovation process from understanding users, context, framing insights and exploring concepts to frame solutions and realize offerings. Useful tools and frameworks that support various modes in the innovation process will be introduced.

Zachary Jean Paradis, Experience Strategist with the design and technology consultancy Sapiient and Adjunct Faculty at Illinois Institute of Technology's Institute of Design, will lead a one day workshop covering frameworks for how to think about Innovation and to apply tools to be successful doing it.

We look forward to your participation / participants from your company for this workshop. Please direct any queries you have to me at +91 9921378687 or mail hrridaysh@elephantiversity.com

Overview

Almost every professional magazine, journal, conference, and conference room is awash with the term “Innovation”. There is a great deal of discussion about why it is critical for the success and growth of businesses. Many of these discussions search to “find the innovation sweet spot,” “fire up the innovation machine,” or “drive growth through innovation.”

Despite the fact that there is much talk about the strategic need for innovation, very few clearly know “how” to create innovation repeatedly and reliably. Just talking and thinking about innovation won't make a business successful. Businesses, and the people within them, need to master the practice of “how” to innovate in order to harness its power.

Workshop Schedule

10AM - 11AM	Strategies for Innovation - how to think about Innovation
	What is Innovation? How to improve innovation effectiveness?
11AM - 11:15AM	Break
11:15AM - 01:15PM	Seeing the World with New Eyes - finding opportunities in markets
	How to frame and reframe innovation problems Sensing trends and seeing opportunities Translating problem definition to research strategy How to understand user experiences How to generate insights from primary observation
01:15PM - 2:00PM	Lunch
2:00PM - 4:00PM	Identifying Opportunities and Exploring Concepts - finding patterns in key trends and user insights
	How to see patterns in user behaviors How to make frameworks for user-centered innovation How to run effective idea generation sessions How to conceive point ideas and systemize them
4:00PM - 4:15PM	Break
4:15PM - 6:15PM	Evaluating Concepts and Developing Integrated Roadmaps - Turning ideas into reality
	How to develop concepts How to cluster concepts How to evaluate concepts Making plans to realize the offerings

Who should attend?

The workshop is intended for those leaders and managers who are charged with the responsibility of leading the innovation effort within their organizations. This workshop will prove to be a valuable learning experience for those truly passionate about advancing their organizations and themselves into the elite realm of being true innovation leaders.

Facilitator

Zachary Jean Paradis is a strategist, designer, and author obsessed with positively transforming people's lives. He is employed with the human-centered consulting firm Sapiient Corporation

His background in design, business, social sciences, and technology has prepared him to work with companies to become more successful innovators. He believes methods and design thinking can be used strategically and manifest themselves in companies by creating organic growth through flexible process, an open culture, and more compelling products and services.

Companies and clients with whom he has worked include: Allstate, Amazon.com, Citidel Group, Four Points Digital, Hyatt, JAM Productions, KBA Marketing, MCI, Microsoft, Navigant Consulting, Platinum Technologies, Phillip Morris, Miller Brewing, RadioWave, RollingStone, SAP, SPIN, Unilever, Universal Music Group, Yahoo!, among others.

Registration

1. Call +91 9921378687
2. Send an email to hrridaysh@elephantiversity.com

About us

Elephantiversity is an initiative of Elephant Strategy + Design. Elephantiversity has initiated Elephantiversity Institute of Innovation India's first institute of innovation. The institute has been created in response to increasing industry need for trained Innovation Leaders. Visit www.elephantiversity.com for more details.

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