

Innovation Advocate™ Training

Building a capability for innovation in your organization will require developing new skills and learning new techniques for trend spotting, idea generation and other innovation capabilities. OVO offers a standard five day training program to build innovation skills in your organization, to create innovation advocates.

Building an innovation competency in your business may require the introduction of new methods, processes and tools. The Innovation Advocate program provides a solid foundation for your high potential people to develop innovation skills.

The Advocate program is a standard, five day training program intended to introduce the participants to a broad range of innovation thinking, tools, processes and techniques. The training enables them to become advocates for innovation in their teams.

The program can be tailored to your needs and timeframes and is always lead by active innovation consultants and experienced trainers who bring real world experience into the classroom.

Innovation Advocates

Our Innovation Advocate program targets high potential people throughout your organization who can become innovation leaders. The Innovation Advocate training program provides a foundation to help these individuals understand the purpose and goals of innovation, and introduces them to a range of innovation tools and techniques. The training helps provide the insight and encouragement to identify and promote great ideas.

Advocate Training Program

The Innovation Advocate training program is intended to introduce mid and senior level managers to a broad spectrum of innovation thinking, techniques and tools. It is a standard, five day program combining the best thinking from a number of innovation sources. Each day of the program provides an important skill or capability.

Day One – Innovation Strategy

The first day of training focuses on the relationship between innovation and corporate strategy. We examine how to define innovation programs to achieve short and long term goals, and how to structure innovation programs and teams for maximum success.

Day Two – Insights

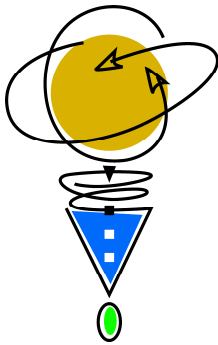
The second day of training focuses on the need for customer insight to direct innovation activities. In this section we examine a number of insight tools, including trend spotting and synthesis, scenario planning, lead user identification, ethnography and other techniques to gather customer insight. We also introduce the concept of a strategy canvas to identify opportunities in existing markets or to define new markets. Finally, we introduce the concept of a customer experience journey and the concept of innovating around customer experience.

Day Three – Idea generation and facilitation

The third day of training focuses on idea generation techniques and idea generation facilitation. We provide training and in-class exercises to improve idea facilitation skills, and we introduce a number of creativity techniques and alternatives to brainstorming.



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Day Four – Innovation Processes and Roles

The fourth day of training focuses on the definition of innovation processes that are necessary to develop the ideas and transition them into new products and services. We examine evaluation criteria and the role of prototyping in an innovation program. Additionally, we'll define and examine the important roles that people must play to generate, evaluate, develop, manage and launch new ideas.

Day Five – Innovation Leadership and Culture

The fifth day of training focuses on the attributes and capabilities of successful innovators, and the barriers that corporate culture can place in the way of innovation.

Delivery

The Innovation Advocate training program can be delivered as a five day program within one week, or the program can be broken up over several weeks. Participants benefit when they have active opportunities or challenges, as many of the exercises use “real life” examples. A number of new products and services have been developed and launched from ideas generated and developed as part of Advocate training.

The program can be tailored to your firm's specific needs reducing or restructuring the content or including specific materials or examples from your firm's experiences. Every instructor is an experienced trainer and an active innovation consultant, who can bring to the class real world experiences and examples to support the training material.

Outcomes

Individuals who complete the Innovation Advocate program are more likely to generate ideas and manage them successfully, and assist others with new ideas. These individuals can become an innovation team or simply act as advocates for innovation in their business lines or product groups.

Ready to Innovate on Purpose™?

For more information,
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