

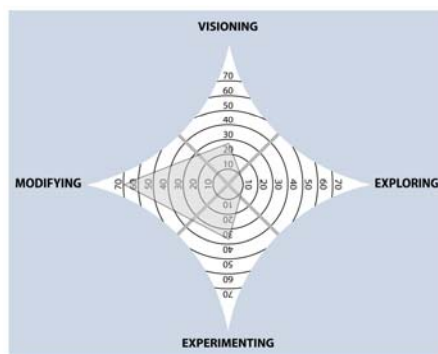


## INNOVATION IN ACTION

Innovation has become necessary to gain or maintain a leadership position in today's marketplace. Innovation enables improvements and breakthroughs that delight customers and incorporate new products and services. Yet most organizations lack the tools, processes, and alignment that enables innovation.

The *Innovation in Action Series* (IAS) is a series of modules that explores the dimensions of innovation – Innovation Styles, Innovation Tools & Practices, The Creative Journey®, Taking Initiative, and Strategic Innovation Management – to help organizations improve how they advance their market position.

### Innovation Styles



The Innovation Styles model, part of a half-day module, shows that everyone innovates, but differently – and that there is tremendous synergy available from recognizing and using different styles.

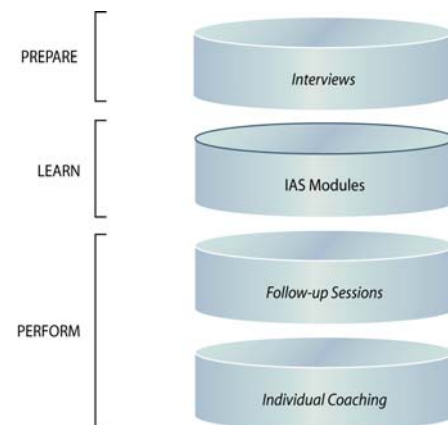
As a modular program, IAS offers quick, useful, innovation-boosting techniques in half-day modules, and also offers in-depth full-day programs that address challenging cultural and process issues.

### VALUE PROPOSITION

IAS can increase your organization's ability to innovate. It can be introduced at the level of individual intact teams, or at the department or business unit level. The proven, effective approaches, when implemented as part of an overall Human Performance Improvement solution, will work to enhance the ability to innovate and bring innovative ideas fully to market.

### APPROACH

IAS is a series of instructor-led modules, which can be configured to meet different organizational needs. A minimum configuration might include only The Case for Innovation and Innovation Styles, for a total of one half-day. A maximum configuration, to address needs at individual, process, and cultural levels, may be a four-day program with some research, consulting, and coaching added to optimize the impact.



By using the option of implementing as a series of discrete modules, an organization can:

- Target teams and work units to receive only what they most need
- Focus on strategies of culture change at all the right levels
- Implement gradually to watch for effect, or implement with pilot groups to compare results

IAS has six configurable learning modules:

## OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Participants Will...</i>
<p><i>The Case for Innovation</i></p> <p>How to recognize the business issues that require an innovative approach. How to recognize breakthrough versus incremental change. How the whole innovation process fits business priorities</p>	Be able to see the value and priority of innovation.
<p><i>Innovation Styles</i></p> <p>How everyone is creative but in different ways. How using all four innovation styles generates more and better ideas. How each style is useful, and how to increase the output of ideas from each style</p>	Be able to apply innovation styles to generate a much wider range of options.
<p><i>Innovation Tools and Practices</i></p> <p>How to apply key tools that fit with different innovation styles. How to use Wish Listing, Force-Field Analysis, Matrix Analysis, and Symbol analogy, and how to bring these style-focused tools together to increase their effect.</p>	Be able to use the right innovation tool for the job, to get the best results possible.
<p><i>The Creative Journey®</i></p> <p>How to apply a structured, stepwise process that methodically generates innovations – and follow through to implementation. How to measure, celebrate, and learn as vital steps of the systematic process.</p>	Be able to apply a systematic process to take innovations from problem definition through successful implementation.
<p><i>Taking Initiative</i></p> <p>How to recognize barriers to initiative in groups. How to adapt to include all innovative styles to gain participation and the widest set of options. How to persuasively present ideas across different styles.</p>	Be able to set and maintain momentum for innovation.
<p><i>Strategic Innovation Management: SIMAP</i></p> <p>How to deal with strategic innovation. How organizational culture can foster or inhibit innovation. How to deal with “innovation destroyers.” How to plan and prioritize actions to apply the Creative Journey to address a strategic issue.</p>	Be able to advance a strategic innovation systematically, identifying and influencing the cultural factors that could derail the effort.

### ENABLING IMPROVED PERFORMANCE

IAS provides a variety of tools to promote successful innovation that is easily implemented. These tools are meant to be used continually on the job to remind and reinforce. When these tools and ideas are shared among participants in (*optional*) follow-up sessions, their use improves over time.

Involving management early is an important success factor, and training the managers to support and coach to these processes can maintain and improve performance over time.

### MEASUREMENT

The SIMAP instrument, from the Strategic Innovation Management module, captures information about the organizational climate and potential barriers to innovation. Some companies choose to repeat the

SIMAP instrument at 6-12 months after IAS, to survey changes to the organizational climate that helps or impedes innovation.

### EVALUATION

Wilson Learning can partner to measure the initial behavioral changes and business results. One approach to evaluate IAS is to baseline creative ideas, number and quality of innovations, successful implementations, or other measures in a quasi-experimental design with a pilot group. More involved and thorough research options are also available.

**This offering, like all others from Wilson Learning, can be customized to reflect your environment and business priorities, and integrated with your processes.**