

# Innovation strategy workshops

Learn the latest techniques to stay one step ahead of your competitors.

A Brunel University & WestFocus initiative

Does your organisation need a fresh approach to innovation?  
Audit your innovation process and create your own personal action plan.

## The Challenge

No business or organisation today is immune from competitive threat.

Innovation is the key to survival. Through innovation, you can stay one step ahead of your existing competitors, whilst also protecting yourself from any intruders who enter your market with surprising new brands or business models. Innovation can enable you to meet the increasingly complex demands of consumers and buyers.

In survey after survey of leading international businesses and SMEs, the need for innovation is seen as one of the top three tasks facing management, but it also an area where confidence is remarkably low.

In the past, innovation was about the development of new products. Today, it is about much more than that. It's about reinventing your business processes and identifying entirely new markets to meet untapped customer needs. Most importantly, it's about selecting the right ideas and bringing them to market as quickly as possible.

## The Objectives

In this workshop, you will review your company's innovation process and strategy. By looking at any barriers that currently prevent innovation and recognising opportunities for change, you will identify the basis for a new approach.

During the workshop, you will:

- use an innovation dashboard to explore common issues facing all delegates and to identify what differentiates your organisation
- creatively explore issues relating to process, relationships, partners, market knowledge, strategy and culture
- understand whether your organisation is innovating effectively, in line with best practice, particularly in the field of design and design thinking
- discuss contemporary innovation case studies and explore their relevance to your organisation
- investigate today's emerging innovation tools and processes
- create a personal action plan to develop innovation within your organisation.

## Who Should Attend

- MDs and Middle Management professionals,
- Brand and Marketing Management,
- Technical & Technology Managers,
- R&D Managers,
- Product & Service Development Managers,
- Design Managers,
- Management in Local Government and Not For Profit Organisations,
- Innovation professionals...

... who are aiming to learn about innovation best practice and equip themselves and their organisations with innovative strategic thinking.

## The Format

The workshop is delivered as a full day interactive session, combining group and individual discussions, action learning and detailed knowledge presentations.

## Outline

How many of us have time to think about our approach to innovation? Whilst we focus on delivering business as usual, our competitors may be developing new ideas to attract our customers and damage our bottom line.

The **Designplus Innovation Workshop** will give you an understanding of the **strategic tools** used by innovation leaders, and a practical **personal innovation plan** to take back to your business.

This highly **interactive workshop** draws on both the formula of Brunel University's hugely popular Design Strategy & Innovation Masters course, and the personal experience of the course leaders.

The cutting-edge content incorporates both emerging tools in the field, plus what works for organisations right now.

## Course Leaders

### John Boulton



John has considerable experience and reputation within the design and innovation industry.

He is a founding director of Product First - an Innovation Culture Consultancy and is also Associate Professor of Design Strategy at Brunel

University, where he lectures on Innovation and Creative Enterprise.

He consults widely on design and innovation management issues with a broad international client list, and has practical, hands-on experience of innovation and design within companies such as Apple, Unilever, P&G, 3M and many UK SMEs. He also advises on Regional and National Innovation and Enterprise programmes. John has broadcast on radio and TV both in the UK and overseas and is a regular speaker at industry and other events on the role of innovation and design in contemporary organisations.

### Maria Ana Neves



Maria is a strategist for business and social change through innovation. A trained designer, she has led businesses through the process of change through developing innovation, design and brand strategies with particular focus on value creation.

She is a lecturer and tutor on the Innovation Management MA in Central St Martins and a member of the Global Metadesigners Network, Goldsmiths and the Human-Centred Design Institute, Brunel University. Her professional client projects currently include Design Council Review of the National Occupational Skills for Design; business design for Zometool Inc. (US); brand strategy for Rethink Games Ltd (UK); social innovation with London Citizens, new business development for Harrison's Group (India) and inspirational workshops for companies including Proctor & Gamble.

## Further Details

### Dates

Contact us for details

### Course Fees:

To be confirmed.

**Cancellation:** Delegates can cancel participation with the following terms:

One week or less prior to workshop date: no refund

One to four weeks prior to workshop date: 25% refund

More than four weeks prior to workshop date: 60% refund.

**Substitutions:** Substitute delegates will be accepted at no extra charge.

### Registration and Payment:

You will be invoiced when you register. Full payment must be received four weeks prior to the workshop.

### On-demand and in-house courses:

For organisations that have particular needs, or are not based in London, we are able to offer a bespoke course, tailored to your specific aims and context, held at a venue of your choice.

### For more information and booking:

[www.designplus.org.uk](http://www.designplus.org.uk)  
[hello@designplus.org.uk](mailto:hello@designplus.org.uk)  
+44(0)1895 267 499