



Innovation
Academy



BESPOKE
SOLUTIONS



Innovation Mini-MBA

IDEATE, TEST, PROTOTYPE, PITCH. LIVE THE
END-TO-END INNOVATION PROCESS IN 5 DAYS

Bespoke Solutions



Brought to you by

informa**tech**

Immersive Innovation Programme

93%
LEARNER
RATING

Live Instructor-Led.

The Innovation Mini MBA is designed for participants experiencing a high level of disruption in their industry, who have struggled to monetise their innovation practices or want to create a consistent culture of innovation. The programme delivers a practical end-to-end process with all the innovation models and tools needed for success. Our cutting-edge instructor-led classroom solutions offer an engaging and enjoyable experience that replicates our face-to-face training experience without the need to travel.

What sets this programme apart?

- » **Build market winning strategies.** Practical impact with a business innovation simulation based on applying tools and understanding the how they are used to drive innovation.
- » **Ideate, test, prototype, pitch.** Live the innovation process with content spanning problem definition, ideation scaling & prioritisation, customer interviewing, business model transformation, rapid prototyping and pitching.
- » **You will be introduced to practical tools,** designed by our trainers exclusively for this course, including profiling, business case calculator and innovation metrics tools.
- » **Present your business plan 'Dragons Den' style** to our panel of industry experts!
- » **Learn best practice innovation** with guest speakers with deep dive case studies from the most innovative organisations around today.
- » **Join our Alumni of 150+ graduates** from organisation in the Banking, Telecoms, Tech, Not for Profit, Retail, Education and Energy sectors.



“ Great content mixed with great participants and professional moderators and facilitators.

HR DIGITAL & INNOVATION,
DEUTSCHE TELEKOM AG

Your 5-day innovation journey

WHAT YOU'LL COVER

THEMES	YOU'LL COVER THIS	YOU'LL DO AND EXPERIENCE THIS
INNOVATION IMPERATIVE	What is innovation and why does it matter? <ul style="list-style-type: none"> Commercial and consumer context Innovation models in action 	Hear from practitioners and industry leaders about they apply innovation, what has worked, what hasn't Define your problem statement and empathize with the user.
INSIGHT	How do you identify relevant and compelling insights and ideas? <ul style="list-style-type: none"> Validate your problem statement Insight generation, tools and tricks Using feedback & idea prioritisation 	Fall in love with the right problem! Design effective questions and Go out and interview your user. Collate feedback and ideate.
INNOVATION IMPERATIVE	How do you visualise your proposition and generate feedback? <ul style="list-style-type: none"> Sketching & visualisation 	Learn how, why and when to prototype and get your own concept ready for the pitch.
BUSINESS CASE	How do you build an effective business case? <ul style="list-style-type: none"> Business Model innovation Choosing Innovation Metrics that match your project Measuring innovation, build your business case & look at ROI Stakeholder management 	Look at different business model tools and patterns. Select the right metrics, build a business case quickly and easily and work on the best way to communicate value to your stakeholders.
PLAN AND PITCH	How do you build and deliver a compelling internal pitch? <ul style="list-style-type: none"> Packaging the pitch Pitching & winning 	Pitch your idea and business case to the panel of industry heavy-weights and innovation strategists. Work on your personal implementation plan to bring to your business.

Is it for you?

THIS LEARNING EXPERIENCE IS FOR INDIVIDUALS WITH THE DRIVE AND AMBITION TO GET THEIR CAREERS TO THE NEXT LEVEL AND HELP CHANGE HOW THEIR ORGANISATION INNOVATES.

» Challengers...

are looking for the tools to make viable creations that make commercial and strategic sense

» Disruptors...

are looking to learn about the latest technologies that can help make creations that harness market demand

» Innovators...

are looking for guidance, inspiration and the tools to turn vision into reality

Job titles of past delegates:

Corporate Innovation Manager, Digital Propositions Director, Senior Product Manager, Proposition Innovation Manager, Lead Designer, Director R&D, Offerings & Strategy Product Manager, Proposition Design Manager, Digital and CX Manager, Customer Experience Manager, Head of Partnerships, Open Innovation Manager, Innovation Consultant, Innovation Practice Lead, Business Analyst, Marketing Manager, Marketing Director, Strategy Manager

Organisations that have attended:



Innovation Mini-MBA:

LIVE VIRTUAL CLASSROOM

Curriculum & Agenda

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
8:30 - 9:00	Office Hours	Office Hours	Office Hours	Office Hours	Office Hours
9:00 - 9:30	Guest Speaker	Guest Speaker	Guest Speaker	Guest Speaker	Pitching Skills & Story Telling
9:30 - 10:00	Online Team Building	Empathise - Customer Journey Mapping	Ideation - Serious Creativity	Rapid Prototyping & Testing	
10:00 - 10:30	Why Innovate				
10:30 - 11:00	BREAK	BREAK	BREAK	BREAK	BREAK
11:00 - 11:30	Intro to Design Thinking & Corporate Innovation	Defining a Problem Statement & Conducting User Interviews	Brain Storming, Idea Selection & Prioritising	Business Model Innovation, Innovation KPIs & Business Case	Case Study Brining it all together
11:30 - 12:00					
12:00 - 12:30					
12:30 - 1:00	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1:00 - 1:30	Office Hours	Office Hours	Office Hours	Office Hours	
1:30 - 2:00	Innovation Networking	Innovation Networking	Innovation Networking	Innovation Networking	Team Presentations
2:00 - 2:30	Case Study Application	Case Study Application	Case Study Application	Case Study Application	
2:30 - 3:00					
3:00 - 3:30	BREAK	BREAK	BREAK	BREAK	BREAK
3:30 - 4:00	Case Study Application	Case Study Application	Case Study Application	Case Study Application	Dragons Den Feedback & wrap up Session
4:00 - 4:30					
4:30 - 5:00	Office Hours	Office Hours	Office Hours	Office Hours	



Great, mix of theory, examples, hand-on experience and learning from other participants.

HEAD OF DIGITAL INNOVATION, TOGETHER FINANCIAL SERVICES

Learn

Learn about the vital role innovation plays internally and externally in the current environment. Apply tried and tested tools and frameworks.

Experience

Interact with users, engage with heads of corporate innovation practices and encounter the challenges faced with rapidly creating a prototype with designers.



Engage

Work in small groups with other innovation strategists, managers and thought leaders across a variety of industries, to uncover new perspective and grow an idea into a real proposition.

Deliver

Put the whole process into practice, build your prototype, your business case, your arguments and pitch to a panel of business heavyweights.

Benefits for the individual

- » Learn how to practically apply innovation tools and methods
- » Feel confident in asking the right questions to support innovation
- » Absorb fully the challenges of innovation by creating a working prototype
- » Understand business model transformation
- » Learn to build and pitch a business case and choose KPI's designed to make your innovation a success
- » Network with like-minded people and learn best practice from other industries
- » Walk away with an Innovation Handbook including tools, research and videos to help you bring everything back into your business



Benefits for the organisation

- » Help encourage an innovative culture in the business and provide a memorable, unique and powerful learning experience to high potential employees
- » Equip your innovation ambassadors with the latest tools, frameworks and industry best practice through working with peers from other industries
- » Bring innovation capabilities into your organisation and help create a common language for sustainable creativity
- » Benefit from immediate commercial impact, from quickly validating ideas and turning them into viable products and services
- » A better understanding of the barriers preventing successful innovation, to ensure you can begin progressing your internal initiatives

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The course content and speakers were excellent and the workshops formalised previous experiences into a solid process to use moving forward.

HEAD OF RETAILER PARTNERSHIPS, WESFILED

Bespoke In-Company Training

Engaging Instructor-led training

Telecoms & Tech Academy provides industry-recognised certification courses, delivered through fully customised, flexible and cost-effective training solutions. Our bespoke courses can enable you to optimise performance and meet the changing demands of the tech and telecoms sectors.

Upskilling your teams and developing key competencies across your business are crucial steps to prepare for changing network infrastructure and the future of the industry.

Informa offers a proven track record over 20+ years of providing specialists training specific to the telecoms, technology and Information and Communications Technology (ICT) sectors.

Our learning and development consultants will work closely with you to understand your business needs, your unique training requirements and define your measurements of success. Our specialist training team will build a bespoke training solution and deliver the ideal training programme for your business. We can also provide training across your organisation.

Why our training?

All our courses are developed and delivered based on your business requirements.

Our programmes and courses are supported by research powerhouse, Omdia, ensuring the skills developed will align with the market needs of tomorrow.

Fully bespoke – our programmes are fully customisable based on your requirements.

Develop training that fits with your wider L&D plans for the organisation.

Highly interactive sessions conducted by expert instructors encourage active learning and collaboration.

“ The course content and speakers were excellent and the workshops formalised previous experiences into a solid process to use moving forward.

HEAD OF RETAILER PARTNERSHIPS,
WESTFIELD





Innovation Academy

BROUGHT TO YOU BY THE EXPERTS:

The Innovation Academy, part of Informa Tech works with customers experiencing a high level of disruption in their industry, who have struggled to structure or monetise their innovation practices and who want to create a consistent culture of innovation within their organisations. Our approach and methodologies stem from design thinking, but are focused towards application in corporate environments. This is why we choose to challenge teams to learn by doing and experience key areas of strategic advantage, such as business model transformation and open innovation.

CONTACT DETAILS:

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