



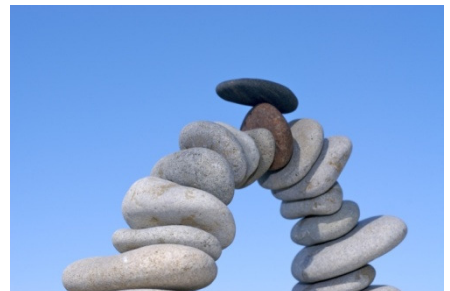
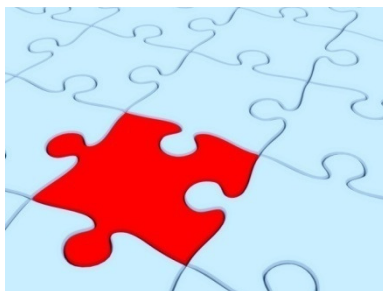
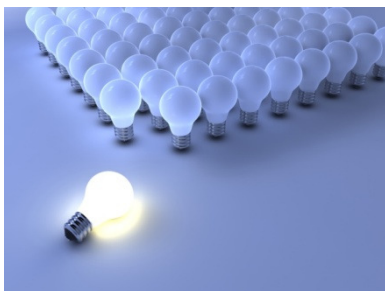
# McKastle

ASSOCIATES LTD

innovation | strategy | technology

# INNOVATE!

**A one day intensive training programme on innovation strategy, processes and models for Engineers, Scientists, and Technologists**



## INNOVATION REQUIRES STRONGER AND BROADER SKILLS.

“High-Technology sectors need a strong supply of people skilled in science, technology, engineering, and mathematics. However, narrow technical skills are not sufficient for innovation. Education and Training must develop the capabilities necessary for innovation, specifically more interdisciplinary skills and stronger business skills.”

**Total Innovation, NESTA, May 2008**

**Innovation is critical to the future of your business...**

**...but remains elusive.**

Most business leaders agree that innovation is a top priority in order to defend against new competitive threats and exploit new opportunities for growth.

But there is often a lack of understanding about what drives innovation, and crucially how to engage all of the talent within organisations to “make innovation happen”.

**INNOVATE!** is an intensive one day programme which delivers comprehensive training on the latest innovation strategies, processes, policies, and models. Packed with real life examples and case studies, together with group exercises and follow on resources, delegates will gain the knowledge required to drive innovation within their organisations.

### **Who Should Attend?**

**INNOVATE!** is specifically designed for Engineers, Scientists, and Technologists who manage (or have the potential to manage) projects, people, and budgets within high technology organisations. The programme focuses on their training requirements, as well as providing an excellent networking opportunity.

## PROGRAMME CONTENT

### **1. Introduction – What is Innovation?**

- Definitions of Innovation
- The Innovation Imperative
- Generic Innovation Types

### **2. The Innovation Process**

- Innovators – Born or Made?
- Innovation and Entrepreneurship
- Case Study: Lloyds TSB

### **3. Strategic Innovation Models**

- Lifecycle Innovation
- Blue Ocean Strategy
- Case Study: Ryanair

### **4. IP and Open Innovation**

- IP Acquisition and Protection
- The Rise of Open Innovation
- Case Study: Dyson & Reckitt Benkiser

### **5. Innovation Ecosystems**

- National Innovation Systems
- Replicating Silicon Valley
- Case Study: W L Gore

### **6. Making Innovation Happen**

- Review
- 10 Steps to Innovation
- Action!

## BENEFITS

This unique one day training programme improves knowledge and skills, develops innovative leaders, and supports career growth and CPD. Programme includes comprehensive workbook, access to follow on resources, certificate for CPD records, and is an excellent networking opportunity.