

**generating breakthrough ideas**  
creativity customer empathy trends open innovation future scenarios  
business model innovation **for strategic innovation**

To bring this course to your organization, call us to schedule an on-site session: 1-800-397-9744

# Developing Breakthrough Innovation Strategies

## 1. Thinking outside the box.

### Approaches, methods and tips.

- Innovation and creativity: Why, What, How
- 10 types of innovation:  
From products to business models
- The different stages of innovation
- 9 tips for innovation projects
- Balancing inspiration and structure

## 2. Opportunity research

### Client-centric scoping for the future.

Through a series of interactive and inspiring workshops, team members will use a variety of tools to generate innovative ideas for the future.

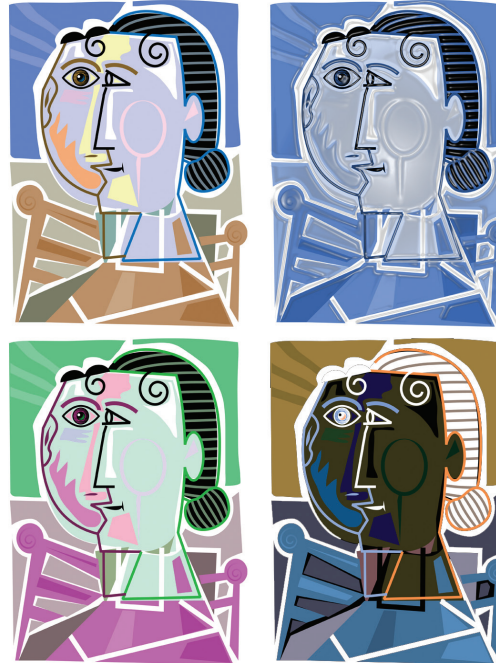
- Generating ideas from analogy thinking
  - A tool kit for identifying opportunities:
  - Business Innovation Cocktails:  
Mix, match and stir
  - The Customer Empathy Map
  - The Innovation Radar
  - Trends and Technology Maps

## 3. Concept generation.

### Tools for generating innovative ideas.

- Establishing and keeping a creative climate for innovation
- A toolkit for generating breakthrough ideas:
  - Rethinking the Value Proposition
  - The Customer Journey Map
- Interactive brainstorming sessions to identify new products or services

This session is ideal for teams responsible for service or product, innovation and transformation initiatives. Balancing inspiration with structure, team members will learn strategies for ideation and breakthrough innovation as well as new insights on creating business models for success.



## 4. Open innovation.

### Co-creation approaches for innovation.

- Do all the best people in the world work for your organization?
- The main benefits of open innovation
- Inside-out vs. Outside-in
- Crowdsourcing
- The World Café tool for collaborative innovation
- A look at a real world co-creation platform

## the talk

“ We very much enjoyed the training and will definitely use all the content and the method in the future. ”

**Steffi Wolring**  
Innovation Lead at Otto Group

“ Philippe’s innovation workshop really brings together fun, content and learning by doing. He manages to inspire, to educate and to facilitate. The tools and examples are very relevant and contemporary, great workshop for entrepreneurs and business development executives. ”

**Kutly Kazanci**  
Istanbul Innovates

“ Business Model Innovation is so critical nowadays, no business should leave the subject aside. The workshop within our team has truly helped us in mapping out current business processes and finding out new and more successful ways of doing things. A critical step in our innovation process! ”

**Frederic De Meyer**  
Manager, European Market Intelligence  
Cisco Europe

## 5. Business Prototyping.

From idea to reality.

- From idea to market and why it may be the hardest part
- What is a business model?
- Understanding your organization's logic for creating, delivering and capturing value
- The value of visual prototyping approaches
- Product/Service innovation vs. Business innovation
- Inspiring real world examples of business model innovations

## 6. Business model patterns.

Real world business design for enterprise and government.

- A review of emerging model patterns
- Applying business model patterns between industries and private/public sectors
- What we can learn from going underground

## 7. Business model innovation strategies.

Generating possibilities.

In this interactive workshop, team members will

use a variety of tools to generate successful business model innovation strategies.

- The 15 Business Model Blocks
- Innovation Battlefield

## 8. What is your next move?

Evaluating and selecting your innovation strategy.

- Setting and reviewing your innovation criteria
- The calm after the brainstorm: From post-it notes to filtering
- Clustering related ideas
- How to elaborate interesting concepts
- Beware of the boss trap

## 9. The innovation portfolio

Managing opportunity and risk.

- The Idea Mapping Tool:
  - Determining the right offers/markets mix
  - From existing to radically new markets
  - From existing to radically new offers
- Determining strategic alignment and diversification opportunities
- Making go/no go decisions
- Customer/citizen validation and other sanity checks
- Ongoing product, service and business model

## Your course leader

### Philippe de Ridder



Philippe de Ridder is a member of the Intervista faculty and founder of the Board of Innovation, an international consultancy from Belgium.

He supports organizations in developing next-generation products, services and business models around the globe. As an entrepreneurial generalist, Philippe has a broad interest in ambitious innovation and business development projects. Philippe de Ridder has worked with organizations like eBay, Cisco, P&G, Carglass, Volkswagen, European Commission, and many others. He has contributed to breakthrough innovation strategies, translating trends into business opportunities and prototyping new business models.

He also gives inspiring lectures and workshops about trends, innovation and new business models such as The Entrepreneurship Summit (Mumbai, India), MediaFutureWeek (Almere, Netherlands), Antwerp Management School (Belgium), and PDMA's 35th Annual Conference (Phoenix, US).

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## Course fees

### Preferred rates

Large-team discounts are available. Inquire about our group rates at 1-800-397-9744. This course is also available to be scheduled on site at your organization.

Small teams (5 to 9 participants: payment per participant). Large teams inquire for additional discount.	\$ 2795
Early enrollment 4 weeks prior to session date	\$ 2875
Regular enrollment Must be received one day prior to session. No participant will be admitted into the course without prior payment arrangement.	\$ 2915

All applicable taxes extra.

Cancellations are accepted up to two weeks prior to the course. A \$100 service charge will be applied. All cancellations must be made in writing.

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# Innovation Strategy

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**Limited capacity.**

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### Team members who will benefit:

Chief Innovation Officer	Information Architect
Vice-President / Director	Product Manager
Strategic Planner	Project Manager / Leader
Chief Design Officer	Knowledge Management Specialist
Chief Information Officer	Change Management Specialist
Program Director / Manager	Tier 1 IS / Innovation Consultant
Vice President / Director	Human Factors Specialist
Research Development Lead	Business Analyst
Product / Program Design	Business Process Specialist
Business Manager	Policy Analyst

### Executives and their teams from the following organizations have attended Intervista's educational programs (partial list):

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