



Innovation Boot Camp



client-centric innovation
design thinking client insights value proposition lean startup
outcome-driven business model innovation **strategies for the future**

San Jose, CA - June 3-4, 2015
New York, NY - Sept. 16-17, 2015

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

innovationcultures
the future > *faster*

Innovation Boot Camp

1. Reboot.

Why an innovation focus for the new normal.

- Drivers of business and government in the new reality
- Changing the 21st century mindset
- Importance of continuous re-configuration
- What you should stop doing and when to disengage
- Rethinking resource management

2. You say plan, I say pivot.

Rethinking plan-based strategy for discovery-driven innovation.

- Why Silicon Valley pivots and why it matters to the rest of us
- The innovation mantra – “burn the business plan”
- From inception to implementation
- Continuum and types of innovation in organizations
- Developing an innovation culture: Think, Design, Collaborate, Lead

3. The myth of the Eureka moment.

Where do good ideas come from?

- Innovation ecosystems and environments that lead to innovation
- Core skills of innovators
- Developing insights
- Nurturing good ideas: The slow hunch, idea collisions and fluid networks

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.



on-site + online

Kick off with a 2-day on-site executive education session and grow your team's innovation capability throughout the year with unlimited access to **innovationcultures** online. Your team will develop core competencies in:

- Design thinking
- Customer insights
- Value proposition development
- Co-creation and open innovation strategies
- Lean Startup methods
- Leading innovation

4. Design Thinking.

Discovering new growth opportunities for your enterprise.

- Business model canvas
- Business design environment
- Innovation triggers: epicentres of change and 'what if' questions
- Drivers of innovation and the power of 'what if' questions
- Prototyping ideas and understanding iterative development

5. Customer Insight.

Customer-centric approaches for outcome-driven innovation.

- Empathy: Understanding the job-to-be-done
- Creating customer profiles
- Mapping the value proposition
- Value differentiation

6. The reality check.

Collaborative approaches to validating innovation ideas.

- Reducing risk and uncertainty
- Customer development process
- Assumption testing process
- Lean Startup methods – Applying the 'build–measure–learn' loop
- Customer engagement through Innovation Games
- Customer relationship management strategies iteration

7. Leading innovation.

Creating a roadmap for the future.

- Getting beyond the idea to implementation
- Importance of frameworks, roles and mindset
- Evidence based management – sure, but the right evidence
- Creating a clear sense of purpose: 3 essential conversations about innovation

Your course leader

Michael Lachapelle



Michael Lachapelle is a member of the Intervista faculty as well as a business design and transformation consultant with more than 12 years' experience in both the corporate and public sectors.

As course leader, he shares his expertise in business design and innovation, enterprise business analysis, business architecture, policy analysis and business model innovation. He is the Founder and Principal Analyst of Business Model Fulcrum. Michael has extensive experience in facilitating innovation workshops and in the practice of business modeling, business process management, and strategic transformation.

For the past five years Michael has been involved with an international community developing the practice of business design. He is the only Business Model Generation Certified Trainer in Canada and a member of cohort of thirty trainers worldwide.

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Inquire about our group rates and early enrollment discounts and save!


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Contact us about how to schedule this course on-site for teams of 12 or more.

All boot camp participants will receive one year **innovationcultures** membership which will provide ongoing access to emerging innovation practices, real world cases, research and trends.

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.	\$ 1895
Early enrollment 4 weeks prior to session date	\$ 1950
Regular enrollment Must be received one day prior to session. No participant will be admitted into the course without prior payment arrangement.	\$ 1970

For participants registering in the United States, mail payment to:
INTERVISTA INSTITUTE
1000 5th Street, Suite 200-D7, Miami FL 33139-6510

For participants registering in the Canada, mail payment to:
INTERVISTA INSTITUTE
1000 de la Gauchetière, Suite 2400, Montréal QC H3B 4W5

Receipt of your payment constitutes confirmation of your enrollment.

Innovation Boot Camp

2-Day Executive Program



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Inquire about on-site sessions

Enroll your team today.

Call: 1-800-397-9744

E-mail: info@intervista-institute.com
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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

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