



## **BANKING ON INNOVATION: The Business Case**

### **1. SCOPE OF TRAINING:**

*Banking on Innovation* is a modular, customizable, creative thinking training that can be delivered as a one-day, one and a half day, or two-day program. The course is a blend of skill building, solo and small group brainstorming, creative thinking techniques, experiential problem solving challenges, debriefs, innovation tutorials, idea development workouts, and action planning. Each training, regardless of duration, includes a mix of the following elements:

- a. Business case for breakthrough thinking**
- b. Review of pre-work**
- c. Tools and techniques**
  - SPIKE (problem identification)
  - Opening the Floodgates (idea fluency)
  - LCS (idea development and feedback)
  - Lead into Gold (transforming assumptions)
  - Blue Sky Thinking (structured fantasy)
  - Lottery Game (connective thinking)
  - Personas (seeing through new eyes)
  - Brainwriting (synchronous brainstorming)
  - Best Innovation Practices (applying what works)

**d. Experiential problem solving challenges**

- No Strings Attached
- The Nail Game
- Four Ball
- Pebble Story
- The Airplane Game
- Juggling Lessons

**e. Discussions and debriefs**

- 20 Qualities of an Innovator
- Defining creativity and innovation
- Why bother to innovate?
- Divergent vs. convergent thinking
- Innovation as a martial art
- Internal and external obstacles to innovation
- Discovering underlying principles
- The art and science of breakthrough thinking
- Coaching for innovation
- Learning from feedback
- Championing new ideas
- Working the system
- Intelligent risk taking
- Action planning
- Innovation action networks

**2. BUSINESS NEED... OPPORTUNITY... TARGET POPULATION**

Clearly, innovation is highly valued in your organization – otherwise you would not be reading this document. At the very least, YOU value innovation and are looking for an effective way to activate it. Whatever your specific expertise, experience, or astrological sign you have understood that in order for your organization to achieve its business goals it is imperative that each and every employee develops their ability to be a lifelong innovator – *not just in theory but in action* – getting out of the box on demand in order to create new products, new services, improve processes, and continuously discover new and better ways of meeting business challenges.

Clearly, your most valuable capital asset is the collective brainpower, imagination and commitment of your workforce. As the old adage goes, “If we continue doing what we’ve done, we’ll continue getting what we’ve got.” In these rapidly changing times of rapidly evolving technologies and radically shifting market conditions, you need to secure every possible advantage to increase your market share. Increasing your ability to innovate – both individually and collectively – is one sure way to accomplish this ambitious goal.

*Banking on Innovation* allows participants to step back, think big, and tap into a whole new level of creative solution finding – the kind of out of the box thinking that complements the traditional continuous improvement tools common to most company’s Quality programs.

Each participant comes to *Banking on Innovation* having already completed course pre-work to help them identify three work-related challenges they want to address in the training. With their intention and outcomes clear, they use the training as a kind of greenhouse or think tank in which to originate, develop and begin the process of implementing new ideas – the kind of original thinking that will make a quantifiable difference to the bottom line.

At the same time, participants learn creative thinking tools and techniques they can use on the job. Additionally, participants learn how to create the kind of environment/ culture to enable peers, direct reports and their own managers to establish an environment conducive to ongoing innovation.

*Banking on Innovation* enables participants to get off the firing line long enough to get a fresh look at their pressing business challenges. Working together with peers (both in and out of their specific fields of expertise), they get ample opportunity to brainstorm, problem solve and think creatively in productive ways.

Participants return to the workplace with the clarity, commitment, and the momentum to enable them to make a profound difference on the job. They also leave with a committed coach and a set of tools that can be used again and again – both on their own and with teams.

*Banking on Innovation* is a sophisticated, well-crafted, time-tested learning process that increases both the quantity and quality of new ideas generated on the job. Additionally, it goes a long way to establishing the kind of culture your organization needs to support innovative thinking well into the future. In keeping with the highest standards of adult learning, the course is modular in design and can be modified as needed to fit the specific profile of participants.

The target audience for the *Banking on Innovation* is absolutely anyone in your organization who needs to originate, develop and implement new and better solutions to their pressing business challenges. The training is appropriate for both open enrollment groups and intact work teams.

### **3. SUMMARY OF BENCHMARKING...BEST IN CLASS ANALYSIS**

*Banking on Innovation* is being (and has been) used by a wide variety of sophisticated training organizations, including AT&T, Lucent Technologies, AutoZone, Banc One (formerly First Bank of Chicago), Houston Lighting & Power, MTV Networks, Chicago Board of Trade,

Scotia Bank, Matsushita, TIAA Cref, Monsanto, General Mills, Ernst & Young, Orange and Rockland Utilities, General Electric, ATMI, and PricewaterhouseCoopers.