

## LABS



*The masterclass has opened my eyes to the full extent of what innovation is – through incremental steps optimising internal processes and radical new ideas. Great pragmatic approach from a team that knows their stuff.*



LAB DATES

**11th July,  
(2nd date TBC)  
Driftwood Spars  
9 – 4:30**

## OVERVIEW OF TOPIC

**Idea to Reality – Demystifying Innovation**

If you want to better understand how innovation can transform your business this Lab is for you. You will explore how to search out new ideas, select the most beneficial ones and how to get on with implementing them. Delegates will learn about creating ideas, scaling them and capturing as much value as possible from them.

Delivered by international experts in innovation management from the University of Exeter, you will leave with practical tools and techniques to embed innovation practices into your business. Facilitators all bring extensive research, consulting and business experience.

## WHAT WILL BE COVERED?

Alongside a group of peers you will explore how to create value from ideas. The three session lab series will offer insight into the tools and techniques needed to better embed innovation in your business. Topics covered:

- Understanding of the core concepts of innovation
- Techniques to manage innovation
- Techniques to validate whether customers have a real need for a product
- Tools to connect customer opportunities with revenues for your firm
- How to use the “Build – Measure – Learn” feedback loop to steer product development
- Checklists guiding the delivery of new products to customers to generate profitability
- Innovation portfolio management tools to manage multiple projects

## OUTCOMES

Delegates will discover how to identify new research ideas for your business and select ones that will work both for your current customers and new customers.

By the end of the lab series, you will also be able to establish your own business innovation process to help drive future growth. Alongside the lab sessions, delegates will be challenged and supported to apply the learning to live business opportunities. Discover how innovation can help transform your business.

**Call our Client Services team to book now on 0845 600 3660**