



### Get in Touch:

P.O. Box 34970 Dubai, United Arab Emirates  
Tel. No.: +971 4 2941288 Fax: +971 4 2941228  
Email: ts@teampower.ae  
www.tpidubai.com | www.strategictalk.com

**Team Power International**  
Where Your Winning Future Begins



LEADERS IN APPLIED  
INTERACTIVE TRAINING

# IK06E



## In-House Training

# BUILD YOUR INNOVATION CULTURE & PRINCIPLES

Implement the culture that supports creation of new ideas



## OVERVIEW



## PRIMARY OBJECTIVES & BENEFITS

An innovative culture is one that supports the creation of new ideas and the implementation of those ideas. What all of these companies have in common whether successful with innovation or not is **organizational culture** - the shared experiences, values, norms, assumptions and beliefs that shape individual and group behavior. Every organization has a culture; the issue is whether and how the culture inhibits or supports innovation. Leaders need to help employees see innovation in the right light. The question for leaders today is how culture can drive successful innovation - and what specifically leaders can do to influence the kind of culture that leads to behavior that's truly innovative.

### *This workshop will help participants to learn:*

1. How to build a sustainable Innovation Culture.
2. The importance of defining Innovation Principles.
3. How and when to reward Innovative Ideas.
4. Why building a diversified Innovation portfolio is crucial.
5. The role of the Innovation Dream Team in building the Innovation Culture.
6. The different types of Innovation Culture.
7. How to build an Innovation Vision.
8. How and when to kick-off an internal creative ideas flat system.
9. How to define Innovation goals.
10. How to measure Innovation and Innovative Ideas.



## WHO SHOULD ATTEND?

- Chief Marketing Officers
- Head of Innovation
- Senior Managers
- Head of Departments



# BUILD YOUR INNOVATION CULTURE & PRINCIPLES

Implement the culture that supports creation of new ideas

## Module 1 - How To Build A Sustainable Innovation Culture

- Building Innovation Culture is important
- Importance of an open Innovation Strategy
- Human factor in building Innovation Culture
- Determine a company's Innovation Culture
- Learn how to reward Innovative Ideas

## Module 2 - The Importance Of Defining Innovation Principles

- Defining Innovation Principles is crucial
- Best Practices defining Innovation Principles
- Aligning Innovation Principles & Strategy
- Who should develop Innovation Principles
- Success Stories and the reason behind it

## Module 3 - The Role Of The Innovation Dream Team In Building The Innovation Culture

- Dedicated Innovation Team is important
- Build balanced, successful Innovation Team
- Allocate goals to dedicated persons
- Spread the Innovation Culture by educating people and preparing Innovation evangelists

## Module 4 - How To Build An Innovation Vision

- Six key characteristics of an effective vision
- Set a direction while building up your vision
- Best practices building up Innovation Vision
- Learn how to communicate internally and externally your Innovation vision

## Module 5 - How To Build An Innovation Strategy & Goals

- Different Innovation Strategy Models
- Learn how to develop an Innovation strategy
- Align Innovation Strategy & corporate vision
- Consider the burn down curve
- Diversified product innovation portfolio
- Become familiar with the different types of Innovations and their benefits

## Module 6 - How To Measure Innovation & Innovative Ideas

- Learn how to set up your Innovation KPIs
- Focus on your vision and goals
- Use The 3 Vs to measure Innovation
- Engaging performance measurement tools
- Remember that people work for money and die for recognition

## PROGRAM HIGHLIGHT

**Duration:** 3 days

**Date:** To be Agreed with the Client Organization

**Timing:** 8:30 am to 2:30 pm daily

**Venue:** Suitable & fully equipped venue (to be provided by Customer)

**Notice required:** 10 working days

**Language:** English or Arabic

**Material:** Participants will be provided with high quality handouts

**Certificates:** Certificates of Achievement shall be provided to participants upon successful completion of the training program

**Fees:** Inclusive of facilitator's fees, materials and certificates