



Strategic Innovation Programme

A 4-day bespoke course, tailored to the needs of your organisation

This course is designed for senior leaders and executive teams and aims to facilitate the development of a shared business or product/service strategy.

Course structure

Initial pre-meeting: to establish teams of participants and organisational aims.

Workshop 1- Tools for innovation: Introducing multiple perspective problem framing (MPPF) methods. Developing fields of enquiry and push questions. (1.5 - 2 days)

3 – 6 weeks data collection

Workshop 2: Mapping and interpreting organisational data: Bringing the data and tools together. Constructing a Value arena. Identifying cornerstones of innovation (1 day)

3 – 6 weeks further data collection and discussion within the organisation

Presentation: Strategic focus and implementation plan (1 day)

Course aims

The course offers participants the opportunity to learn and apply tools for innovation, it has two major benefits:

- To learn MPPF Innovation methods for constructing and interpreting complex and interrelated data
- To lead the application of these methods in relation to their specific business challenges, to construct innovative value propositions and plan their implementation

Indicative Costs

£14,500 fixed cost for 16 participants or

£1000 per participant (minimum 8 participants)

Delivered on-site over 6-12 weeks.