



Baden International Business School
Switzerland



Training Workshop Module on **Innovation**

Location: Baden International Business School, Baden, Switzerland

Date, workshop duration and fee: To be established in consultation with the group of participants depending upon the depth required and the inclusion of other modules in the training programme.

Content: After this workshop participants will know the essentials of creativity and innovation. They will be able to initiate innovation projects in their organisations.

- ◆ Creativity and innovation: essential background knowledge;
- ◆ The promotion of creativity and innovation in yourself and in organisations: reaching a creative state of mind, establishing creative spaces, teams and cultures;
- ◆ Approaches to develop innovations:
 - Approaches and methods to develop innovation strategies (situation analysis, search field matrix, technology portfolio matrix, scenarios, reverse innovation, blue ocean strategy etc.);
 - Creative Problem Solving (CPS);
 - Design Thinking (DT);
 - Idea generation and the important principle of divergence and convergence: effective creativity methods and the selection of ideas;
 - Research methods and research tools for innovators;
 - Inexpensive and rapid prototyping of goods or services and skilful feedback gathering;
 - Open Innovation;
- ◆ Innovation: typical pitfalls, chances and alternative options;
- ◆ Practical exercises - team work.