

INNOVATE Now!

Skills, Mindsets & Tools for
Practical Innovation...

10 & 11 June 2013, Renaissance Hotel, Kuala Lumpur

Limited to
30 seats only!

Innovation is important for nations
and regions, for economic growth
and it is important for firms for
SURVIVAL and GROWTH!!



Your Partner
in Knowledge
Excellence



Book Your SEAT TODAY. Call Us at: 03 - 2284 3366

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Management expert Peter Drucker said that if an established organization, which in this age necessitating innovation, is not able to innovate, it faces **DECLINE & EXTINCTION**.

Hence, INNOVATE Now! Will teach you how to create new products and services supported by a robust innovation management processes and an innovative corporate culture!!!

Key Takeaways:

- ◆ Gain knowledge of key innovation concepts and their application into real working life.
- ◆ Understand the Six 'I's of Innovation and the core mind and skill sets required to innovate effectively
- ◆ Apply learnings from practical, real life & case studies
- ◆ Learn how to generate new ideas and be more creative
- ◆ Share on tips on how to implement sustainable innovation improvements in your organizations

BONUS!

Refresher podcast:

- 2-day presentation will be made available 1 month after the program as a refresher on our website for 30 days for all registered delegates worth USD 250.00
- Comprehensive course materials.

WORKSHOP DELIVERABLES

- ◆ To provide an integrated framework that will give you a consistent process, and common language for understanding innovation; from the identification of an opportunity and generating ideas, through to implementation and continuous improvement
- ◆ To learn new innovation skills, behaviours and mind-sets that can be applied in your work context
- ◆ To experience an end-to-end innovation challenge where you can practice new skills, thinking and behaviour
- ◆ To learn innovation and creativity tools that can be used in divergent and convergent thinking
- ◆ To build personal action plan that will enable you to create more innovative practices and behaviours into everyday life.

THIS CUTTING-EDGE WORKSHOP WILL ENABLE YOU TO:

- ◆ Explore the skills, tools and mind-set of innovation to help you see innovation in your everyday working lives.
- ◆ Provide an integrated framework that will give you a consistent process and common language for understanding innovation.
- ◆ Uncover elements of the Six 'I's of Innovation
- ◆ Experience a rapid innovation process and to put into practice learning's
- ◆ Learn how to create new products and services supported by a robust innovation management processes and an innovative corporate culture.




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Program Overview

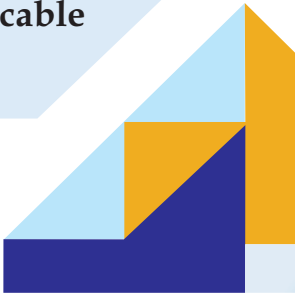
"Never before in HISTORY has Innovation offered promise of so much to so many in so short a time". -Bill Gates-

 Innovation, or creating value of new ideas, is the life blood of organizations. Keeping ahead of the competition, offering new products and services, and maximizing the creative potential of the workforce are fundamental to an organizations' growth. As well as processes that can develop and accelerate go-to-market strategies, this requires a robust and resilient culture, supported by a raft of skills and behaviours that can drive incremental as well as break through innovation.

The Economist Intelligence Unit undertook a survey which noted that **"long-run economic growth depends on the creation and fostering of an environment that encourages innovation.** Innovation is considered as an important driver of long-term productivity and economic growth. In another research undertaken by Innovaro reports that **"half the companies identified in January 2005 as innovation leaders subsequently demonstrated and increase in share price of at least 50% over the following two years".**

In support of innovation and productivity drive, we in Zenith Bizness Excellence has researched and developed an exclusive hands on, practical programme that will accelerate your ability to contribute to and participate in Innovation. INNOVATE Now! will teach you how to create new products and services supported by a robust innovation management process and an innovation corporate culture. The programme is about tools to manage innovation and get more skilled at innovating. It can be applied to marketing and product/service innovation. It gives people a structured way for managing ideas.

"Whether you are trying to create more compelling products or services, or get better at marketing or sales, this programme will give you a consistent way of creating and managing ideas, equipping you with necessary tools, skills and mindsets to help you become a more effective innovator. Instantly applicable with instant results" - Natalie



COURSE OUTLINE

Introduction and Session Overview

◆ Introduction & Objectives

MODULE ONE

Establishing "The Rules of the Road"

The Importance of culture in creating an environment that will allow innovation to flourish. Group work on "rules" for the session and how these "rules" can help to foster innovation.

Takeaways: to align expectations for the session and raise consciousness about the importance of behavior and how culture can support or inhibit innovation. Participants start to identify what makes innovation happen and their personal role in contributing towards innovation.

MODULE TWO

Innovation Theory

- ◆ Definitions of innovations, invention and creativity and how they differ. The differences between radical/disruptive and incremental innovation.
- ◆ Table level discussion on difference company brands.
- ◆ Groups discuss the different innovation that the company has created and share back their finding with the group.

Takeaways: to broaden the scope of innovation beyond technology, R&D and the product. To show the importance of innovation in service and process related environments.

MODULE THREE

The Six 'I's of Innovation

- ◆ Overview of the Six 'I's of innovation and how it works at level of skills, processes and culture
- ◆ Demonstration of the Six 'I's of Innovation, from a behavioural context, with relevant illustrations and case studies.

Takeaways: to provide a consistent and comprehensive framework that can be used at the level of skills, behaviours, processes & culture.

MODULE FOUR

Innovation Stories

Participants chose a project or activity that they have been part of and work in table groups discussing their stories. A number of stories are shared back with the group role model on the Six 'I's Floor Mat

Takeaways: to identify and share lesson learned from a past experience with innovation. To consolidate and personalise understanding of The Six 'I' of Innovation.

MODULE FIVE

Innovation Skills Game

- ◆ Group game on innovation skills
- ◆ Ask participants what skills and behaviours do they think they need to develop?
- ◆ Personal action planning for how they can increase their innovation skills in the future.
- ◆ Reflection on challenges and key learning about their skills and how to improve how they innovate.

Takeaways: to raise awareness of the complexity of skills required to innovate successfully. To learn individual preferences on the Six 'I's of Innovation. To explore innovation behaviours and skills and discuss implications. Personal reflection on the skills of innovation. Embed learning about The Six 'I's of innovation. Personal application and action planning.

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Introduction and Session Overview

- ◆ Introduction & Objectives

MODULE ONE

Warm up Game

The Group is split into teams to practice reinventing an everyday household appliance for a number of different customer segments

Takeaways: to demonstrate the different types of thinking styles that are needed for innovate. To warm participants up and give them an interactive experience of how different thinking styles surface within an innovation process.

MODULE TWO

How to Stimulate Creative Thinking

- ◆ Mini lecture on the importance of creative stimulus to help "jump start" the brain to think differently. Explanation and experimentation with different creativity tools that can help divergent thinking.
- ◆ top level explanation of the right/left brain and the importance of both hemispheres of the brain in the innovation process

Takeaways: to open up the mind to new possibilities and ideas and to understand that whilst our creativity often declines with age, it is highly pliable and can be taught to think differently. To help participants recognize their own thinking style and how it contributes to the innovation process.

MODULE THREE

The Innovation Game

Groups to work on an innovation challenge. Using the Six 'I's of Innovation as a framework, participants will go systematically through an innovation process from identifying an opportunity, igniting new ideas through to implementation and improvement. Group presentations and reflections on the process.

Takeaways:

To experience a rapid innovation process and to put into practice learning.

To learn and apply practical innovation and thinking tools for the different stages of the innovation process.

MODULE FOUR

Role Plays and Presentation

- ◆ Participants will role play or demonstrate their innovation to the rest of the group. The rest of the group role plays different roles such as customers, stakeholders or investors.
- ◆ Participants discuss refinements they can make so that they can IMPROVE their innovation and IMPROVE on process that they have gone through to see how they could have worked better as a team

Takeaways: to have a fun and interactive experience that highlights the importance of working in a team to make an innovation happen.

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Founder & CEO
The Entheo Network

OUR INNOVATION EXPERT

Natalie Turner is the Founder and CEO of The Entheo Network, a global leadership innovation company. Natalie is an experienced innovation consultant and facilitator with a background in strategic marketing, product & concept development and innovation skills and capability building. She has worked with leading brands such as Diageo, P&G, Coca Cola, Nokia and American Express as well as B2B brands such as Logica, Lloyds Register Quality Assurance, LEO Pharma, Cisco Systems and Abbott Laboratories. Within Asia Natalie has worked with, amongst others, Singapore Airlines, the Employee Provident Fund of Malaysia, Changi Airport, the Ministry of Manpower, The Economic Development Board, DBS and the Civil Service College.

Natalie has over seventeen years of corporate and consultancy experience. Example appointments include Innovation Director at Research International's Innovation Bureau, the Head of Internet Strategy at British Telecom and Director of Consultancy at Teleconomy, a research company that specialises in market trends, new technologies and changing customer behaviour. As a strong commercial and creative thinker, Natalie is passionate about the application of ideas into operational strategy and works to bridge the gap between theory and application to ensure clients receive actionable and practical insights that will move them from differentiation into value creation.

Natalie has three degrees: a BA Honours in Politics, an MSc in Economics and Social Psychology and an MBA. She is also a Master Practitioner in Group Dynamics and Non-Verbal Behaviour and is the designer of The Six 'I's of Innovation™, an integrated innovation management and skills development framework. A UK national, Natalie currently lives in Malaysia and works across Europe and South East Asia.

Client Quotes

- ◆ The workshop was clear in its aims and objectives were clearly focused." - **Ministry of Manpower**
- ◆ Great exercises to encourage participants to think and put acquired knowledge into practice." - **Nanyang Polytechnic**
- ◆ Enforced the idea of collaboration, listening, thinking out of the box and the need for diversity to make things work, also, not to give up but to try and try again." - **National Library Board**
- ◆ The sharing of the Six 'I's opened up my mind-set and allowed us to share ideas amongst our colleagues." - **Changi Airport**
- ◆ Very Engaging, practical methodologies. Relevant group work." - **LEO Pharma**

Partial Client List

- ◆ The Ministry of Manpower (Singapore) ◆ The Ministry of Health (Singapore) ◆ Changi Airport
- ◆ The Employee Provident Fund (Malaysia) ◆ DBS ◆ National University of Singapore ◆ Syngenta
- ◆ CISCO Systems ◆ LRQA ◆ Logica ◆ Coca Cola ◆ Abbott Laboratories ◆ LEO Pharma

Who Should Attend?

This programme is specially designed for:

- ◆ Chief Innovation Officer ◆ Head of Product Development ◆ Head of Innovation ◆ Innovation Strategist ◆ R&D Professionals ◆ Head of Branding department ◆ Creative Director ◆ Business Development ◆ Strategic Planning ◆ Marketing & Sales.

(Consequently this workshop is suited for senior executives, 'C' level executives or senior Managers who play an active role in product/service innovation)

From Every Industry That Wants To INNOVATE!

Please complete this form immediately and fax to : +603 2284 3377

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Renaissance Hotel, Kuala Lumpur

Delegates fees

Platinum Package - Register 5 delegates and the 6th delegates participates for FREE

Group Registration of 3 from the same organisation	Register before 26th April
RM 4,090.00 (per delegate)	RM 4,490.00
Register before 17th May	Register before 10th June
RM 4,790.00	RM 5,090.00

HRDF Claimable (SBL Scheme)

Venue

Renaissance Hotel Kuala Lumpur
Jalan Ampang, 50450 Kuala Lumpur
Tel: +603- 2162 2233 Fax: +603-2161 5555

Hotel Accommodation:

Please make your bookings directly with the hotel and indicate that you are attending an event organised by "Zenith Bizness Excellence".

Method of payment

Payable by Cheque to:
ZENITH BIZNESS EXCELLENCE SDN BHD

Bank Transfer:
Payment by bank transfer should be made to:
MALAYAN BANKING BHD
Level 1, Tower A, No. 1, Jalan Maarof
Dataran Maybank, 59000 Kuala Lumpur

Account Name : ZENITH BIZNESS EXCELLENCE SDN BHD
Account No : 5142 5350 7165
SWIFT/BIC Code: MBBEMYKL

Payment must be received before the Event Date in order to guarantee your place.

3 EASY WAY TO REGISTER

By Fax : +603 2284 3377

By Email : admin@zenithbizness.com
(Email your scanned Registration)

By Post : 25A & 26A Level 1, Jalan Bangsar
59200 Kuala Lumpur

Cancellation

Substitutions are welcome at any time. Please notify us at least 2 working days prior to the event. All cancellations will carry a 10% cancellation fee, once a registration form is received. All cancellations must be in writing by fax or email at least 2 weeks before the event date. Verbal cancellation is not applicable. Cancellations with less than 2 weeks prior to the event date carry a 100% liability. However, course materials will still be couriered to you. ZENITH BIZNESS EXCELLENCE SDN BHD reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

Organisation Details

Name: _____

Address: _____

Postcode: _____

Tel: _____ Fax: _____

Delegate Details

Name: _____

Job Title: _____

Email: _____

Name: _____

Job Title: _____

Email: _____

Name: _____

Job Title: _____

Email: _____

Name: _____

Job Title: _____

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Name: _____ FREE

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Email: _____ FREE

Authorisation

Signatory must be authorised to sign on behalf of the contracting organisation.

Name: _____

Job Title: _____

Email: _____

Tel: _____

Mobile: _____

Signature: _____

Invoice

The Invoice should be directed to Mr Ms Dept:

Name: _____

Dept: _____

Tel: _____

Email: _____

For official use only

Senior Project Consultant: **Ms Chalini** Event code: 1069

Date Received: _____ Verified by: _____