



Oifig
Fiontair
Áitiúil

Local
Enterprise
Office



NORTH WEST INNOVATION PROGRAMME 2021

An initiative of the Government of Ireland to assist SME business leaders who have ambitions to innovate their businesses.

The programme will be run over 6 months commencing in April 2021

An initiative of Donegal, Letirim & Sligo Local Enterprise Offices

IMPROVE YOUR COMPETITIVENESS & PROFITABILITY



NORTH WEST INNOVATION PROGRAMME

We are living in a world marked by dramatic changes in how we do business and in fact how we live. It is timely to think in a systematic and rigorous way about innovation. Innovation is more than invention; it can also be small things like how to achieve faster loading of trucks or better management of the warehouse. But in this increasingly transparent and informed world, innovation, becomes part of running a business profitably and well. It may also prove to be a lifeline for your business.

Innovation is not only about having a great idea, it also encompasses all the work that goes into actually creating value and building innovation.

Overview

In this highly interactive programme, experts will lead you through structured analysis of your business challenges while applying practical innovation techniques to assist uncover opportunities to grow and flourish. By learning about why organisations struggle with innovation, participants will come away with insight into how you can overcome this to create and capture value and the culture of innovation in their own business. The programme will help participants review their business situation, diagnose the level of innovation needed, and identify and plan candidate innovation implementation projects, in close cooperation.

Learn, Engage, Employ

The North West Innovation Programme will include:

- 7 interactive workshops with innovation models, methodologies and examples
- 1:1 coaching between workshops to support innovation processes and projects
- On call access to consultants throughout the programme
- Access to online collaboration site with workshop recordings and materials

During the programme you will:

- Identify opportunities to improve your company's performance
- Gain a better understanding of the challenges of the "new norm"
- Learn from the successes and practical experiences of your mentor
- Identify and address the issues which hinder innovation at your firm
- Plan and prioritise achievable practical innovation projects

CREATE COMPELLING & DISTINCTIVE VALUE FOR YOUR CUSTOMERS



NORTH WEST INNOVATION PROGRAMME



**Thursday,
18th March**

6.30p.m. to 8p.m.

**Join your LEO for an
Online Information Session**

Why should we be concerned about innovation?

Businesses are facing unprecedented, interconnected risks and challenges. BREXIT, COVID, climate emergency, cyber risk and digitization are just some of the issues. Innovation is the best way, if not the only way, to future proof your organisation. Our experts will work with you in identifying and planning innovation opportunities which make a real difference to your business. Your mentors have previously led and advised SMEs who have had to cope with similar challenges to the one's you face every day.

Reserve your spot – or bring your innovation team!

We have put together a team of leaders and entrepreneurs to help participants. They have first-hand practical experience of innovation in very different contexts and understand the difficulties facing micro and smaller firms. The Live Online format of this programme allows for networking, collaboration and debate with peers from across the region from different disciplines and sectors. The programme will comprise of both interactive learning sessions with an experienced faculty as well as mentor facilitated innovation project work back in the participant business on a one-to-one basis.

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FUTURE PROOF YOUR BUSINESS BY INNOVATING

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NEXT STEPS

Submit your **expression of interest** as soon as possible to your Local Enterprise Office with the following details:

- Business Name
- Address
- What type of business you are in
- How many people you employ
- Phone number, email address and website (if you have one and/or social media handles)

Donegal

P: 074 9160735

E: info@leo.donegalcoco.ie
Enterprise Fund Business Centre
Ballyraine, Letterkenny,
Co. Donegal, F92 HP64

Leitrim

P: 071 9650420

E: info@leo.leitrimcoco.ie
Local Enterprise Office
Áras an Chontae, Carrick on Shannon,
Co. Leitrim

Sligo

P: 071 9114408

E: localenterprise@sligococo.ie
Local Enterprise Office
City Hall, Quay Street, Sligo



Rialtas na hÉireann
Government of Ireland



European Union
European Regional
Development Fund



Comhairle Contae
Dhún na nGall
Donegal County Council



Comhairle Chontae Liatroma
Leitrim County Council



Sligo County Council
Comhairle Chontae Shligigh