

# CONSCIOUS INNOVATION

## DEVELOPMENT PROGRAMME FOR SENIOR MANAGERS



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#### DEVELOPMENT PROGRAMME FOR SENIOR MANAGERS BASED IN THE SOUTH EAST

Conscious Innovation is a programme designed to deliver a workable innovation approach for your SME and is targeted at senior managers of businesses based in the South East.

Delivered by OCO Global, this holistic, strategic innovation management development programme will upskill you with the building blocks of the “**House of Innovation**”™: this starts with strategy at the top but quickly breaks down into structures and processes where rapid and complete innovation can take place. Innovation culture is developed once success and processes are in place and understood. Workshops and mentoring are based on the “**House of Innovation**”™ concept developed by Lead Innovation in conjunction with the University of Vienna.

The Conscious Innovation programme is designed to enable you to harness and drive your innovation strategy to deliver innovative processes, products or improved operations that your customer is willing to pay for. Conscious Innovation will use live projects from your company to embed the skills learned through the workshops and mentoring.

**Duration:** A 4 month programme, followed by a final mentoring sessions 6 months after your third mentoring session

**‘Innovation only matters when it is  
in the hand of a paying customer’**

#### Innovation Health Check

This teaches you about innovation and produces a scorecard that evaluates and develops awareness and progress with your innovation agenda. The Health check is used at the beginning of the programme, after the four workshops and post the mentoring sessions also. That way, you can see your own development.

#### 4 Workshops Topics:

- 1. Innovation Strategy in Small Companies.** Understanding of innovation, innovation management and the model for understanding how innovation can be applied and tested to ensure practical application and market value. Selection of realistic project in each company.
- 2. Innovation Management and Culture.** Demonstration that innovation comes in all parts of the business. This workshop is about making elements works together to deliver relevant commercial innovations that make a difference, includes the role of technology.
- 3. Testing what we Know.** This workshop focusses on organising innovation within your business and managing an innovation culture – includes company project and peer to peer learning.
- 4. Bringing this Together in Your Company.** Outputs include a winning innovation strategy and plan including innovation capability, market research, feasibility, MVP, financing, funding, launch sales, marketing and promotional support evaluation based on your individual company project.

South East Local Enterprise Offices

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## Mentoring Outputs

The first three mentoring sessions with the senior management team will evaluate the health checks and development work completed during the workshops.

### The Mentors Will

- Review the current status of the company
- Further develop the innovation processes within your company, includes internal communication plan
- Develop algorithms to ensure that all innovation projects are meaningful and relevant, and will ADD VALUE
- Manage the expectations of the company and ensure correct resource are assigned to the innovation project and how to measure return on investment
- Further develop the company innovation project to conclusion of a product / service being launched in the marketplace and obtaining product / service feedback
- Support the company in identifying funding and financing support for their innovation concepts and ideas
- Develop a pathway for innovation in the company, encompassing all of the elements above, and assigning KPIs to the roadmap to ensure it is feasible and measurable.

A fourth mentoring session will be arranged 6 months after your third mentoring session to ensure that progress has been made and a refined innovation pathway will be developed for the following 12-24 months to ensure that progress can be maintained.



The Conscious Innovation programme has been designed to deliver real value in your business by stimulating innovation that your customer will pay for.

### Fees:

The value of this programme is €2,500 and the subsidized fee you pay is €150

### Dates:

Applications Closing September 15th  
Programme starts September 28th

To book your place please contact your Local Enterprise Office:

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