

## The Innovation Imperative *An Executive Briefing*

**Description:** Today's business world is the toughest it has been in years. Budgets are being cut, growth is low, demands are high and scrutiny is ever tighter. Organisations everywhere are seeking efficiencies, savings, improved performance and better processes. This is no longer achievable by just working harder or longer, everyone needs to work differently.

It has been shown that innovative organisations outperform their peers and that this can help in the formulation of new organisational strategies and modernisation programs. These can in turn lead to a culture that supports continuation of strategy, ongoing competitive advantage and sustainable business development.

The purpose of this half day briefing is to help delegates explore and understand the latest ideas in innovation and how the current climate has changed the nature of the topic. Practically oriented, it will help delegates develop the ability to identify, deploy and measure the core actions associated with innovation management.

**Audience:** The briefing is suitable for those senior managers and directors involved in the strategic planning required to achieve the organisational goals of today.

It is ideal for those whose organisations are being buffeted by winds of change and who realise that retaining the *status quo* is not an option.

**Duration:** *Half Day*

**Objectives:** On completion of this briefing, delegates will:

- ✧ Understand the practical challenges of and barriers to managing innovation
- ✧ Deploy theoretical approaches to problems of innovation management
- ✧ Critically evaluate current thinking in strategic innovation management
- ✧ Demonstrate application of practical tools in innovation and change management
- ✧ Create and maintain an innovation-accepting work environment
- ✧ Appreciate the importance of measurement in the maintenance of innovation programs



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### **Content:**

#### **Introduction**

What is innovation?  
The innovative company  
Definition and core concepts  
Characteristics of innovation  
Examples and case studies  
What innovation is NOT!

#### **Targets - innovation of:**

Process and management  
Product or Service  
Position or Paradigm

#### **Drivers and inducements**

Market drivers  
Environmental imperatives  
Regulation  
Competition  
External factors

#### **Diffusion and adoption**

Decision process  
Knowledge and attitude  
Organisational and environmental constraints  
Attributes of the innovative organisation  
How innovations spread  
Stages of diffusion - from early adopters to laggards

#### **Management and measurement**

The innovation process - from needs to consequences  
What can be measured  
Innovation rankings  
Barriers to innovation  
Requirements  
Implementation  
Communicating  
Cultural and organisational effects  
Examples and case histories

#### **Sources of innovation**

Creativity and creative thinking  
Entrepreneurship  
Foresight  
Discontinuity/Disruption  
Research  
Industry  
Academia and Government

#### **Summary and outlook**



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