

Collaborative work

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Innovation
Coaching



Who is it addressed to?

- Innovation managers and leaders within any organisation or industry
- Innovation teams during the ideation, incubation, acceleration and scale-up phase

What is it?

We help to develop the capacity to navigate through challenges with new thinking, tools and methodologies to create new processes, products and services that have value for customers and the company alike.

We live in a VUCA world (volatile, uncertain, complex, ambiguous), an era of ever-increasing competition and technology that changes dramatically. Surviving and thriving in this environment requires a unique approach to accelerating innovation, catalysing discovery and tapping into emerging opportunities.

WHAT THE JOURNEY LOOKS LIKE?

- In the discovery phase, we help teams to develop new and creative ideas and translate customer insights into concrete ideas by challenging assumptions, changing perspectives and encouraging the team to “think big”.
- During the evaluation phase, we help to develop, test and evaluate new ideas to identify the highest-value opportunities and determine the feasibility of execution. Innovation is energised through taking risks, balancing the day-to-day with long-term objectives, encouraging some failure (within boundaries) or thinking cross-functionally.
- In the delivery phase, teams are challenged to go beyond the obvious. The emphasis is on enhancing questioning and listening ability and leadership skills to deliver results that exceed expectations. We foster creativity, strengthen the team and focus particularly on team interaction, cooperation and mutual support.

YOUR NEED

- You need to get a good idea to the implementation phase by driving the whole innovation process.
- You need guidelines on different stages of your innovation process:
 - Identify opportunities for innovation.
 - Prioritise opportunities.
 - Test your potential innovations.
- You need to build support for your innovations and learn from your efforts.
- You need support in the navigation of your innovation journey in order to avoid the “dead valley” for your innovation projects.

YOUR TAKEAWAYS

- Systemic and holistic innovation coaching.
- Capacity to drive the innovation process within your company.
- Improved business performance of innovation projects.
- Successful scale-up of corporate innovation.
- Tailor-made long-term innovation support.