

# Driving Strategic Innovation

How to create a better future ... innovating every aspect of the business, and harnessing approaches from design thinking to lead start-ups, new business models to portfolio management.

# Driving Strategic Innovation

## Objective:

Leaders need to embrace innovation as a strategic business activity - beyond products and services, beyond improvement and incrementalism – to harness an organisation's future potential, and drive sustained growth and value creation.

## Audience:

Business leaders and managers who seek to drive more radical change in their organisations, to reimagine and reinvent every aspect of how business works, and what it delivers.

## Outcomes:

At the end of the program, participants will:

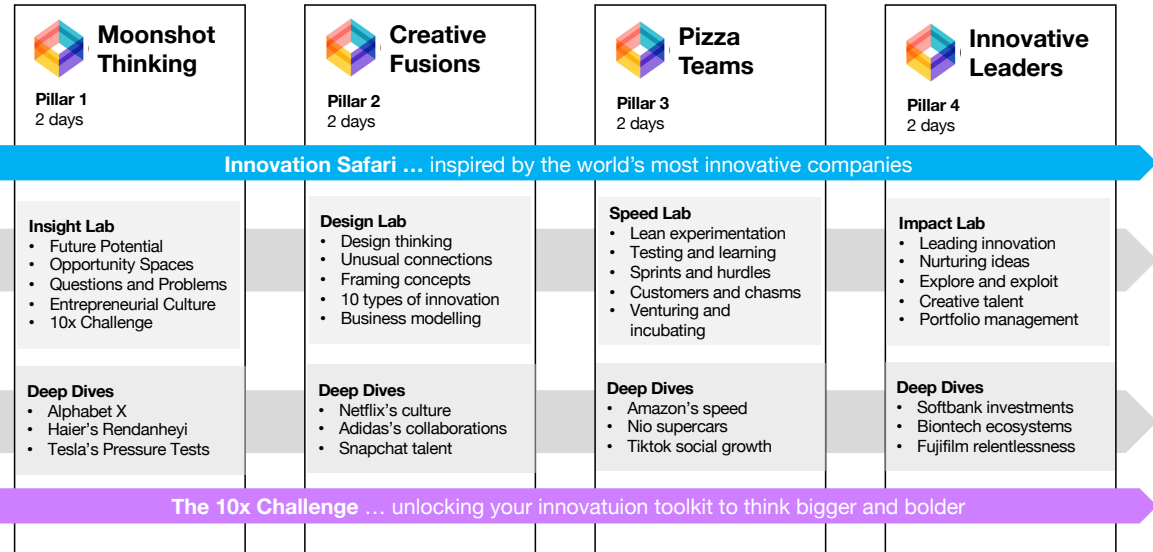
- Exploring the drivers of strategic innovation, and how they apply to every aspect of business, for disruptive, dramatic growth.
- Developing a rich portfolio of short and long-term innovations to exploit present and explore future business, building an enduring portfolio
- Changing the game, how markets are transformed through new business models and market models – and how to develop them.
- Managing innovation for long term growth and value creation, and when to do it within business as usual, and when to go beyond.

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Typical structure, which is customisable to your audiences and needs:

Typically 8 days, in the form of 4x2 days, depending on the depth of exploration, with four essential pillars.

Including project work to develop new strategic innovation concepts that are accelerated through “hot house” development for real world implementation.



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## ***Moonshot Thinking***

### ***Pillar 1***

- What is your future potential? What could you be? Dreaming, stretching and provoking business to solve bigger challenges, and to achieve more.
- “10x rather than 10%” thought disruptions, to take new perspectives, learn from different places, and solve problems in more radical ways.
- Building curiosity, ambition and courage in your business – to dare to be different, to experiment more, to learn from failures with a growth mindset.
- Deep dives into the world’s most innovative companies, from Alphabet’s ventures, Haier’s microbusinesses, and Tesla’s pressure tests.

## ***Creative Fusions***

### ***Pillar 2***

- Where do ideas come from? Connecting the dots of markets, technologies and experiences, to reinvent, to reimagine, to do better.
- Innovation is about making unusual connections, said Einstein. How can you fuse the best ideas from parallel markets and activities?
- Turning fragmented ideas into more holistic concepts, that ultimately reflect 10 types of innovations and business model transformations.
- Deep dives into the world’s most innovative companies, including Netflix’s innovation projects, Microsoft’s talent platforms and Softbank’s investments.

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## *Pizza Teams*

### *Pillar 3*

- Bringing together the most radical innovation techniques – from Day 1 to deep dives, pizza teams and x-prizes, incubators and accelerators.
- Using a rapid diverge-converge system of thinking to develop new insights and ideas into innovations at speed and with more impact.
- Taking your ideas to market faster – MVPs and CVPs, chasms and vortices – to innovate the market, not just your own business.
- Deep dives into the world's most innovative companies, including learning from some of the failures like Better Place, Quibli and WeWork.

## *Innovative Leaders*

### *Pillar 4*

- Building a culture of innovation throughout your business, and ways to systematically capture ideas and insights.
- Innovation management practices, from project culture to venture businesses, buy or make, ensuring that best ideas get to market.
- Never stop, as a mantra of relentless development, building a portfolio of ideas to drive dual transformation, and sustain profitable growth
- Deep dives into the world's most innovative companies, including DSM in life sciences, ARM's ecosystem, and Fujifilm's relentless innovation.

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Participants benefit from a rich learning experience which is enhanced by a diversity of additional resources:

- Online business simulation, in which they work with others to drive transformation in a real way.
- New and topical case studies about the most interesting companies around the world right now.
- A practical toolkit to use in parallel which helps them apply the ideas to their own business.
- Access to over 250 useful articles, research reports and more, as useful background reading

and the people who they will work alongside:

- Expert academic faculty from around the world bringing new insights, fresh perspectives, and best practices.
- Learning from their colleagues, typically all from different industries, and building a network for life.



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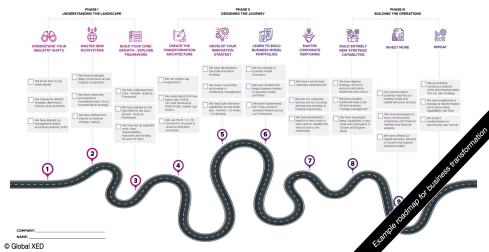
## Useful links:

- [www.globalxed.com](http://www.globalxed.com)
- Connect with us on LinkedIn - [HERE](#)
- Get in touch: [contact@globalxed.com](mailto:contact@globalxed.com)
- Sign up for Newsletter - [HERE](#)

# Driving Strategic Innovation

.... bringing together a broad range of ideas and insights, tools and templates, applied to participants' individual business challenges ...

## Roadmaps and transformational projects



## Inspiration from global leaders



## Insights from leading businesses

