



INNOVATION JOURNEY WORKSHOP

Digital transformation, shorter innovation cycles and new competitors all require businesses to balance their successful operation of the core business and the creative development of new products, services or business models. In this workshop, we look at possible solutions and seek the ideal innovation journey for your business.

Contents of the workshop

- Analysis and evaluation of common innovation models: company-wide transformation projects, intrapreneurship programs, internal accelerators, startup cooperations or investments in startups
- Identify the specific innovation challenge of your business.
- Develop an innovation scenario that serves as the target for the implementation of the next steps to help your company innovate.

At the end of the workshop

- you will have a clear understanding of the three types of innovation and the respective advantages and disadvantages.
- you will have learned a clearly structured analysis framework from which you can evaluate current and future innovation challenges.
- you will have a clear roadmap to tackle your current innovation challenges.

Procedure

1. Intro & framing
2. Team building
3. Innovation stations
4. Determine your innovation challenge
5. From Problem to Solution: Teamwork on the Innovation Canvas
6. Scenario Development: Prototyping of the target image
7. Reflection, next steps & feedback

Basic information

- **Location:** The workshop is designed as an in-house workshop. By request, we are happy to provide an off-site location. Just contact us.
- **Number of participants:** The workshop format is designed for small groups between 5 and 12 participants.
- **Duration:** Our workshops are one-day sessions. We also offer two-day sessions where we go even deeper on issues your company faces.
- **Languages:** We offer workshops in German and English
- **Workshop support:** To ensure a constructive, result-oriented daytime session, we provide two on-site consultants, one expert and one moderator or facilitator. All workshops are documented for you.
- **Costs:** 499 Euro / per participant

You want to know more about our workshops?

Talk to us about the specific dates and contents.

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