



an 8-session immersion-learning program to awaken the breakthrough thinker in you

## the problem *ignite!* addresses

Today's organizations face a complex, challenging, and competitive environment. They seek to shatter status quo and drive beyond incremental solutions. Yet, they struggle to do so. The most often heard statement is

**"we need to think differently!"**

Unlike other business competences such as finance, marketing or human resources, there is a void in the marketplace for comprehensive development in innovation. This body of knowledge is not taught in MBA and EMBA programs. Executive Education programs offer a shallow dive into one aspect of innovation.

## the solution *ignite!* offers

*ignite!* is an 8-session immersion-learning program delivered every 3rd week to unleash breakthrough thinking, build a sustainable body of knowledge and tools, and create an innovation catalyst for the sponsoring organization.

### The differentiating features of *ignite!*

- a comprehensive body of innovation knowledge (over 60 hours); not a one-and-done approach
  - a solid framework of innovation process, toolset, mindset, and skillset
  - delivery of one session every 3rd week, allowing time for practice and absorption
  - specifically designed at-work assignments to enhance and embed the learning
  - purposefully created inter-session assignments to spark immediate use and practice
  - sponsor program to enhance a successful path for real change
  - projects designed to expand and embed the learning and initiate sustainability
- taught by leading, real-world practitioners and experts, who use innovation practices every day
- guest gurus who expand the content such as anthropology, neuroscience, and storytelling
- highly interactive, experiential learning
- combined learning methods – presentation, simulations, experiential activities, case studies

### The results *ignite!* drives

New thinking	Leaps past incremental	Exploration into new territory
New possibilities	Sight beyond the obvious	Connecting unrelated possibilities
Shattered status quo	Discovery of real problems	Unleashed creativity and innovation

*ignite!* will give you and your employees the content, competency and confidence required to

#### create

New products  
 New services  
 New markets  
 New business models

#### increase

Product sales  
 Customer Loyalty  
 Productivity  
 Employee engagement

#### redesign

Customer experience  
 Internal processes  
 Product channels  
 Brand expansion

Every type of organization thrives with innovation, including...

Financial	Energy	Construction
Retail	Utilities	Manufacturing
Healthcare	Insurance	Transportation
Engineering	Packaged goods	Telecommunications