

BUSINESS EXCELLENCE - MARCH 2022

IDEAS INTO ACTION

Idea development

3rd March 2022 | 9am-1pm

The ideation process: This workshop begins with an overview of the innovation process, from idea to commercialisation. You will be introduced to the "power moves" principle that will underpin this programme.
Ideation: Using evidence based ideation techniques to build on your initial ideas, capturing your ideas as you go.
Idea development: Receive peer feedback to help select your most promising ideas, and using tools presented in the workshop you will begin to develop those ideas.

Minimise risk, move faster, spend less

15th March 2022 | 9am-1pm

Lean innovation: Review how you might test your ideas quickly and effectively to accelerate your progress.
Create a Minimal Viable Product outline for your idea, ready for testing.
Assumption testing: Surface and test assumptions about your ideas. Get fresh perspectives from your peers and draw out the 'known unknowns' and identify actions to test your idea in reality.
Decision making: Get the most from data and evidence, intuition and gut instinct, to find new opportunities.
Work through a step-by-step process to help with innovation decision making and shape the headlines of your business case.

Make your ideas happen

30th March 2022 | 9am-1pm

Accelerating innovation: Working with your peers to take a realistic and pragmatic view of the key barriers in the way of making our ideas happen and also factors that will help accelerate innovation and create an action plan.
Power moves: Identify actions that will make a significant difference to your innovation process and create an innovation roadmap to build clarity and momentum.
Innovation roadmap: Commit and pitch your innovation roadmap to your peers and gather feedback and support, also sharing your experience and insights to help other businesses on the programme.

Please note that workshop details may be subject to change during the programme.
All sessions will be held online using Zoom.

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Dr. Jo North - Programme delivery expert

Managing Director of The Big Bang Partnership Ltd, a commercial consultancy, that works with businesses to help them to innovate and grow. Jo has leading-edge expertise in working with companies to optimise their commercial creative potential and build an innovative, entrepreneurial capability into organisational culture.

Jo is Technology and Transformation Director for Port of Tyne, leading the strategy and development of the Port's #2050InnovationHub and open innovation programme.

