Your job is to drive growth and competitive advantage.

Are you confident your innovation program is up to the task?

It used to take years or even decades for disruptive innovations to displace dominant products and destabilize incumbent industries. Today, anybody can wake up in the morning with an idea, design a product online, get bids to manufacture it, crowdsource financing, promote it and arrange shipping in the cloud—all without ever getting up from the breakfast table. That means that any business can be devastated virtually overnight by something better and cheaper. Innovation makes sure that doesn't happen to you.

Let TechVision Research help you understand what you are doing well and what you might need to improve.

Use our knowledge and experience to supercharge your innovation strategy. Our workshop helps you get the job done for a fraction of cost of engaging a big five firm and with much less effort than you'd need to do it yourself.

TechVision Research's Enterprise Innovation workshop will help your organization develop a more holistic innovation program and achieve key objectives associated with increased execution, return on investment, employee motivation, and process improvement.

Why should I attend?

- **Use a focused, collaborative learning experience** to collapse project timelines and make major program decisions.
- **Use our proven and road-tested methodologies** to get your project done quickly and effectively.
- **Develop and train your team** through collaboration with our expert principal consulting analysts.
- **Extend your team** by drawing on our principal consulting analysts across a wide range of specialties.
- **Produce a tangible model** for expressing & tying business case to business processes and innovation projects.

Building a top-flight innovation capability requires multiple stakeholders, including information technology (IT), human resources (HR), sales & marketing, and application owners, to resolve complex technical and process issues. Representatives from these different interests are encouraged to attend.

The agenda

The workshop consists of four segments: pre-meeting survey, on-site training, facilitated planning, and post-session reporting. The training portion of the Enterprise Innovation Workshop is focused at both business and technical levels.

Pre-meeting Survey

Prior to the workshop, TechVision Research sends brief survey to workshop participants to capture a snapshot of the organization's overall innovation efforts and environments. Our consultants use this information to tailor the workshop to the existing customer environment and to fast-track the information gathering component of the 'brainstorming session' on Day 2.

TechVision
RESEARCH

Innovation On-site Workshop

TechVision Research conducts the facilitated portion of the Enterprise Innovation Workshop in a 2-day structured format.

On-site training

Think of the first day of the workshop as an immersion course in innovation. Whether you are new to the discipline or a seasoned expert you are guaranteed to get something out of the discussions and exercises.

- Getting to know the room - identify organizational roles and specific interests in innovation
- Quantifying the business value derived from building an innovation system
- A Rosetta stone of innovation terminology and technology
- A deep dive into the TechVision Research Reference Framework for Innovation
- Connecting the dots - integration with other capabilities and processes
- Q&A – relating what we've learned to what we do
- Homework assignment

Facilitated planning

Day 2 is where we blend what you learned on day 1, your homework assignment, and the results of the pre-meeting survey. TechVision Research consultants use proven techniques to interactively explore options with the group to drive consensus toward an integrated innovation strategy for the enterprise. During this session, the consultants will work with the team to build on the strategy by facilitating the development of a high-level action plan.

- Participants describe their environments via 20 minute 'mini presentations' to the workshop group
- TechVision Research facilitates the develop a high-level conceptual framework and strategy
- Jointly develop an action plan for moving forward
- Wrap-up

Post-session reporting

Following the on-site meeting, TechVision Research will provide you with a 25-30-page written assessment. The assessment will include a series of tactical and strategic recommendations, focused on the specific topics above, to move your innovation capabilities forward.

The **TechVision Research Reference Architecture for innovation** is a master template that identifies the innovation capabilities (rather than technologies) that can be improved or enabled, allowing business stakeholders and intrapreneurs to achieve a common language for innovation functions, which can then be refined over time.
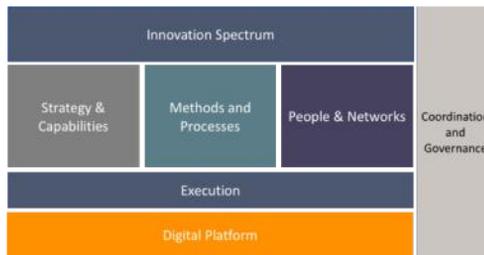
Those capabilities are described at the highest level as:

The Innovation Spectrum describes the scope of the innovation efforts covering everything from continuous improvement to game-changing initiatives.
The Strategy and Capabilities of the enterprise are a springboard of enterprise innovation efforts, the current enterprise resources and intellectual capital.
The Methods and Processes section describes a recommended business process for innovation itself
The People and Networks section defines the human capital involved in innovating both within and external to the enterprise.
The Execution section highlights some recommended techniques used to execute the innovation program.
The Digital Platform section describes technology platforms that will most likely influence innovation efforts.
And finally, the overall management of the innovation system itself is laid out in the **Coordination and Governance section.**

"Very valuable information - bias free research and analysis. ROI and business case given priority."
- Workshop Coordinator

"The coverage was detailed and technical. It also covered upcoming issues. As a result, I left the workshop with information on the problems and technologies that I expect to face."
- Workshop Attendee

Contact your Account Executive or visit us on the web at www.techvisionresearch.com for more information

TechVision RESEARCH