



Instructors: C. Brooke Dobni and Victor Assad

Location: K W Nasser Centre
256 –3rd Ave South, Saskatoon, SK

Fee: \$995 + GST

*Includes instruction, course materials, and meals.

To Register:

www.edwards.usask.ca/execed
or call 306-966-8686

Innovation Acceleration Process

INTRODUCTION & BACKGROUND

For many organizations, there is not a transparent and reliable process to allow employees to suggest and develop innovative ideas. Sometimes there is a process, but it falters with management decision-making.

Participants in this workshop will learn-by-doing the *InnovationOne* Group Innovation Acceleration Process. This is a seven-step process, which include empathy, definition, ideation, business case development, prototype, test and implement. Participants will engage in the first 4 stages, with the intention of developing a proposal with a business case to take back to their executive leaders for review. Participants will learn group processes and will use tools for brainstorming, prioritizing ideas, developing a business case and for pitching an innovation proposal.

KEY LEARNING OBJECTIVES

Participants will:

- Find out what the Six Traits of Highly Innovative Companies are.
- Learn and use a group brainstorming process to improve innovation in the strategic areas for their organizations.
- Use a group process to define categories for the ideas proposed, and then group those ideas into these categories.
- Conduct a return on Investment on innovation ideas to help determine which ideas to shelve, which ones need more analysis, and which ones to implement.
- Develop project plans for their ideas that will define the opportunity statement, solution statement, related analysis, steps for implementation, expected outcomes,

budget and resources to implement the innovation, and its estimated return on investment.

- Prepare a presentation for a mock top-management pitch and receive development feedback on their presentations.

INSTRUCTOR PROFILE

C. Brooke Dobni, Ph.D



Brooke is the founder and a Managing Partner of *InnovationOne*. He is also a Professor of Strategy and as served as the Dean and Associate Dean at the Edwards School of Business, University of Saskatchewan. Through his own research, he has developed *InnovationOne*, an innovation culture assessment metric. *InnovationOne* has been used by over 2000 organizations across North America, and continues to be referred to as one of the most comprehensive, holistic and

reliable measures of innovation culture in organizations.

Victor Assad



Victor is the CEO of Victor Assad Strategic Human Resources Consulting and Managing Partner of *InnovationOne*. With over 25 years of experience, Victor has been an active member of executive business teams and leader of human resources organizations that are in a fast growth, high-technology, global business.