



*Smoyer*  
ASSOCIATES

## **Think Like a Business: Using Innovation Tools & Methodology to Generate New Ideas for Sustainability**

1-Day Workshop

10 hours (Cost: \$1,000 + travel & expenses)

**Workshop Description:** In this one-day workshop, you will learn about the similarities and differences between non-profits and for-profit business models. You'll assess your organization's own culture of Innovation. You will learn the basics of Innovation Methodology through a five-step process that shows you how to: identify the organizational challenge or imperative, discover insights and break frames, generate new ideas with breakthrough thinking, develop concept solutions, and create action plans. You will be exposed to tools that address each step of the Innovation process. These tools include specific methods for internal facilitation with in-house employees and staff. Walk away with a toolbox of resources and methods you can use to bring innovative thinking into your organization.

### **AGENDA**

1. **Introduction** - Expectations & Goals
2. **Non-Profit vs For-Profit Business Models** - Similarities and differences
3. **Culture of Innovation** - Do NPOs cultivate Innovation? Why or why not?
  - Activity: organizational self-test
4. **Innovation Methodology Overview** - 5 Phases of Innovation
  - Identify the Challenge - Frame (Opportunities)
  - Facts and Feelings Exploration - Discover (Insights)
  - Idea Generation - Ideate (Concepts)
  - Solution Development - Prototype (Pilots)
  - Action Planning - Launch (Solutions)
5. **Tools for Each Phase of Innovation** - Resources
  - Resource List
6. **Using the Tools - Hands-on Activities** - How to Apply Innovation Tools to Your Organization's Work
  - Problem Framing Tools - Identification of organizational challenge: [*will customize a specific example that relates to NPS sector*]
  - Fact Finding & Feeling Exploration Tools - Who, What, When, Where & Why
  - Idea Finding Tools - Brain-Writing & Building on Ideas
  - Refinement Tools - Evaluation Matrix & PPCO
  - Action Planning Tools - Assisters/Resisters, RACI
7. **Questions/Adjourn**

