



*Smoyer*  
ASSOCIATES

## **Business Innovation Tools & Methodology**

1-Day Workshop

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

**Workshop Description:** In this one-day workshop, you will learn the basics of Innovation Methodology through a five-step process that shows you how to: identify the business challenge or organizational 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 as well as a comprehensive list of resources for current marketplace products and services. Walk away with a toolbox of resources and methods you can use to bring innovative thinking into your business.

### **AGENDA**

1. **Introduction** – Expectations & Goals for the Workshop
  - Framework and process for creative thinking – Divergence & Convergence
2. **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)
3. **Tools for Each Phase of Innovation** – Resources
  - Resource List
4. **Using the Tools – Hands-on Activities** - How to Apply Innovation Tools to Your Work
  - Problem Framing Tools – Identification of business challenge: [*will customize a specific example that relates to your industry*]
  - 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
5. **Questions/Adjourn**

