DON'T BE AFRAID TO GIVE UP THE GOOD AND GO FOR THE GREAT

Culture4 Innovation

BUSINESS ACADEMY

CULTURE 4 Innovation

BUSINESS ACADEMY

CULTURE 4 INNOVATION

LEARN TO ACCELERATE AND DEVELOP INNOVATION CULTURE

LEARN TO ACCELERATE AND DEVELOP INNOVATION CULTURE IN DIGITAL ERA

- How can you organise the management of ideas in an organisation and stimulate innovative culture?
- What are the roles and the departments necessary for the whole thing to work?
- How can HR strategically help its organisation to be more competitive and innovative?
- How can we innovate faster, more, and effectively?

- How much does your organisational culture stimulate innovation?
- How can you strengthen internal creative power?
- How do we get to the disruptive innovations?
- Is your road from an idea to the realisation too long?

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CULTURE 4 INNOVATION

8 MODULES - 4 MONTHS - 64 HOURS

The heart and soul of the company is creativity and innovation.

Bob Iger

Holistic and integrated approach

WHY CHOOSE THE CULTURE4INNOVATION ACADEMY?

The CULTURE4INNOVATION Business Academy offers a unique, holistic, and integrated approach to the development of organisational culture for innovation, and a system for managing ideas and innovations in organisations, fully customised to the digital era.

The programme is designed based on the best world practice and the latest research on motivation, staff engagement, innovation models, approaches, processes, and innovation technologies. It is based on modern and successful world practice examples.

This training module will help you build your "roadmap" for managing ideas and innovations. Engage all your staff and partners in the innovation system, and build a sustainable and long-term model that will bring you a competitive advantage on the market.

8 modules   4 months   64 hours

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CULTURE 4 INNOVATION

HOW CAN HR STRATEGICALLY HELP ITS ORGANISATION TO BE MORE COMPETITIVE AND INNOVATIVE?

Innovation culture – a strategic HR imperative in the digital age

THE ROLE OF HR IS KEY IN THIS PROCESS, BUT IT NEEDS THE SUPPORT AND ALLIANCE OF OTHER DEPARTMENTS

HR of the digital age must understand the critical importance of innovation and support the organisation in strengthening its creative and innovative capacity.

THE HR, STRATEGY, MARKETING, AND RESEARCH ALLIANCE
The digital age requires the alliances of key departments in the organisation to create innovative culture,

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CULTURE 4 INNOVATION

WHAT WILL YOU LEARN AND WHO IS IT FOR

WHO IS IT FOR

- Welcome are board members, managers, team leaders, HR managers, and anyone else that in some way manages innovations in the organisation, and wants to understand the key aspects of the successful functioning of the innovation system in the organisation.
- Anyone who wants to create and develop systems for managing ideas and innovation in the organisation is welcome.

WHAT WILL YOU LEARN

- Through eight key modules you will be introduced to trends, types of innovation, strategy development, and organisational culture for innovation.
- You will be introduced to a range of tools, models, and approaches that are used by the most successful and most innovative companies in the world!
- You will make innovation fun and desirable, and you will strengthen and secure your market position in the long run.

The 8-step innovation culture

GET READY IN TIME!

A set of state-of-the-art tools, methods, and approaches.

Through eight key modules, you will be introduced to trends, types of innovation, strategy development, and organisational culture for innovation. Furthermore, you will have a better understanding of the importance of the existing subculture of innovators, and learn how to further motivate and direct them.

Through the open innovation concept, you will learn how to innovate in harmony with the community, and through design thinking and other creative techniques, you will learn how to effectively manage your creative potential. You will be introduced to a range of tools, models, and approaches that are used by the most successful and most innovative companies in the world!

You will make innovation fun and desirable, and you will strengthen and secure your market position in the long run.

Key areas:
STRATEGY – ORGANISATIONAL CULTURE AND INNOVATION LEADERSHIP – INNOVATOR SUBCULTURE AND INNOVATION ZONE DEVELOPMENT – OPEN INNOVATION – DIGITAL TRANSFORMATION AND INNOVATION – DESIGN THINKING – INTEGRATION AND SUSTAINABLE DEVELOPMENT – THE INNOVATION ROADMAP

A HOLLISTIC APPROACH

THROUGH THE CULTURE4INNOVATION ACADEMY YOU BUILD A SYSTEM THAT WORKS!

YOUR ROADMAP TO INNOVATION CULTURE

If you want your innovation system to really succeed, it's important to pay attention to all the important ingredients!
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TOOLS AND METHODS

GAMIFICATION, DESIGN THINKING, BUSINESS MODEL INNOVATION, APPRECIATIVE INQUIRY, INNOVATION DAYS, HACKATHONS, STORYTELLING, EMPLOYEE DRIVEN INNOVATION, OPEN INNOVATION, CIRCULAR ECONOMY..

THE 8-STEP INNOVATION CULTURE

TRAINING SESSIONS ARE USUALLY HELD TWICE A MONTH.
TOTAL TRAINING DURATION IS 64 HOURS. DURING THIS PERIOD, PARTICIPANTS COMPLETE 8 PLANNED MODULES.

THE CULTURE4INNOVATION ACADEMY CAN BE ORGANISED ON YOUR PREMISES, AND THE PROGRAMME CAN BE ADDITIONALLY ADAPTED TO YOUR NEEDS, GOALS, AND BUSINESS HOURS.

IF YOU ARE ONLY INTERESTED IN CERTAIN MODULES, THERE IS A POSSIBILITY OF CONDUCING THOSE ONLY, AS AGREED.

CAMBRIDGE INNOVATIVE SYSTEM SOLUTIONS, LTD | CULTURE4INNOVATION

MODULES 1 & 2

STRATEGIC APPROACH TO SYSTEM BUILDING AND INNOVATION PROCESS

Through the first two modules, participants will be introduced to strategic approach development in managing ideas and innovations in the organisation, learning to differentiate between the types and levels of innovation. They will learn the basic elements for building an organisational culture that fosters creativity and innovation, and will clearly learn the main features of leadership that motivate and guide the staff towards building an innovative culture.

MODULE 1 - STRATEGY AND PROCESS

- Types and kinds of innovations
- Disruptive innovations
- Business models innovation
- Strategic approach to system building
- Innovation process

MODULE 2 - ORGANISATIONAL CULTURE AND LEADERSHIP TO FOSTER INNOVATION

- Creating an organisational culture for innovation.
- The role of HR
- Motivation 3.0
- Appreciative Inquiry approach
- Storytelling
- Leadership to encourage innovation
- Main elements of organisational culture to foster creativity and innovation

MODULES 3 &4

THE INNOVATOR SUBCULTURE, OPEN INNOVATIONS

Through the other two modules, the participants will be introduced to the concept of innovator subculture; they will learn how to recognise, guide, and reward their creative staff, and how to build an innovation zone in the organisation - a space for innovation for anyone who's interested, not just for the R&D. By learning about the open innovation concept and methods, you will learn how to open up to the community and include it in a joint innovation.

MODULE 3 - THE INNOVATOR SUBCULTURE

- Employee driven innovation
- How to recognise and manage the innovator subculture.
- Building an innovation zone.
- Gamification, hackathons, clubs, garages, hubs.
- Collaboration and joint innovation.

MODULE 4 - OPEN INNOVATIONS

- What are open innovations and how can they be implemented into an innovation system in the organisation.
- Open innovations challenges.
- Online collaboration with the community.
- Open innovation tools and methods.

MODULES 5 & 6

DIGITAL AND INNOVATION TRANSFORMATION, DESIGN THINKING

In the fifth module, participants will learn the importance of aligning the digital and innovation transformation of the organisation to achieve maximum efficiency. In the sixth module, they will be introduced to design thinking and other creative methods for managing innovative potential, both personal and organisational.

MODULE 5 - DIGITAL AND INNOVATION TRANSFORMATION

- The importance of digital transformation for the organisation.
- Identifying the role and place of innovation transformation in digital transformation.
- Online tools for collaboration and joint innovation.

MODULE 6 - DESIGN THINKING AND OTHER CREATIVE TECHNIQUES TO FOSTER INNOVATION

- Five stages of design thinking.
- Using design thinking for business innovation.
- Other creative techniques to foster innovation
- The music metaphor and innovation in business.

MODULES 7 & 8

INTEGRATION OF PARTS INTO A SUSTAINABLE MODEL

In the last two modules, learn to integrate all the learned parts into a whole that will bring the greatest benefit to your organisation. Create a strategic development roadmap for managing ideas and innovations for your organisation. You will learn the importance of system sustainability and become familiar with current trends, such as circular economy and cradle-to-cradle.

MODULE 7 - INTEGRATION OF PARTS INTO A SUSTAINABLE MODEL

- Integration of parts into a sustainable model.
- Cradle-to-cradle.
- Circular economy.
- Sustainability and open innovation.
- Practice examples analysis.

MODULE 8 - IZRADA ROADMAPA

- Practical work on developing a roadmap for building a system for managing ideas and innovations in your organisation.

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Certification and final innovative party!

We've been in your shoes.
We know how you feel, and understand your challenges.

We come from a business background, and work on scientific research of organisational innovations. The Culture4Innovation Academy is a combination of knowledge and experience of the international team for organisational management of ideas and innovations.

LECTURES, PRACTICE, WEBINARS

CREDIBILITY

Our team involves esteemed experts from practice, academia and industry, enabling high quality and standards for our program and accreditations.

BEST HR PRACTICES, WORLD OPEN INNOVATION CONFERENCE....

Our Academy and accreditations have been built on extensive knowledge in the area of open innovation practices and adoption. We have been rewarded for our practical achievements and presented them (Best HR practices 2016, World Open Innovation Conference, 2016).
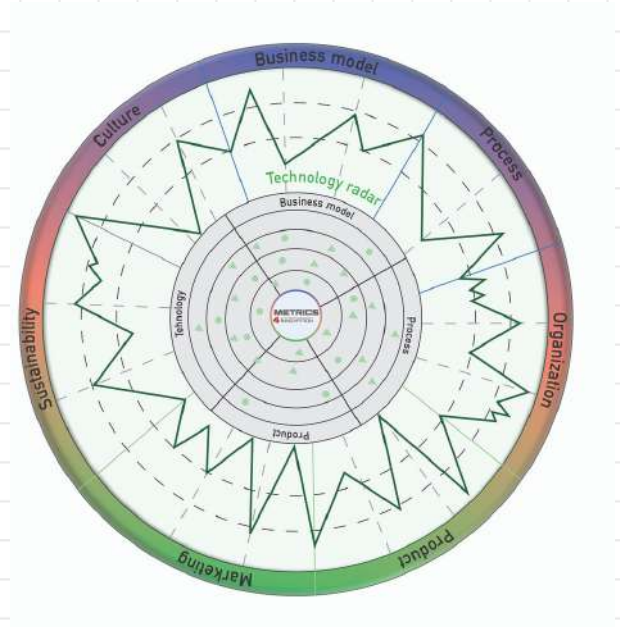
SCIENTIFIC WORK...

Our methodology is scientifically proven and described in PhD thesis (Emir Dzanic, Open innovation and organisational culture; IEDC Bled, 2018), and published as the peer reviewed article (Kantoci, D., Džanić, E. and Bogers, M. (2018) 'From 'big data' to 'smart data': algorithm for cross-evaluation as a novel method for large-scale survey analysis', Int. J. Transitions and Innovation Systems, Vol. 6, No. 1, pp.24–47.).

ACCREDITATIONS

Cambridge Innovative System Solutions provides two types of accreditation to support organisations on their innovation culture improvement journey.

BECOME CULTURE4INNOVATION PRACTICIONER

If you are an innovation manager, developing innovation processes in an organisation, or you are an independent consultant, we offer you an opportunity to share success and advantages of our standardized and most efficient set of methods to change and sustain an organisational culture for innovation.

By finishing our Academy, you will be accredited with our Culture4Innovation accreditation to use both Metrics4Innovation and Culture4Innovation methods. You will become a part of a global group of licensed practitioners, and gain education on cutting-edge social and technical technologies.

Accredited proffesionals and organisations see many internal and externally focused benefits.

ACCREDITATION FOR ORGANISATIONS

During our courses, you will learn how organisations can be accredited. Organisations can get Culture4Innovation™ accreditation for adoption of advanced innovation processes in the area of human resource and organisational development. Metrics4Innovation™ certify organisations in the use of advanced metrics that allows management to measure processes and organisational objectives related to innovation.
Both of those accreditations can be implemented simultaneously in the same organisation.
Accreditation is the first step towards continuous innovation improvement. Culture4Innovation Accreditation can assist your organisation to implement tools to improve performance, outcomes and quality.

LECTURERS AND ASSOCIATES

Croatia, Canada, USA, Netherlands, Denmark, Norway

03

EMIR DŽANIĆ
Open innovation and organisational culture expert

05

SNJEŽANA ŠLABEK
Innovation and digital transformation expert, HR approach to innovations

08

DAVID CREELMAN
Researcher / Consultant on Human Capital / Canada

09

RIK SPANN
Researcher, lecturer and trainer on jazz, complexity, leadership and effective organizing. Founder Human Groove Academy in Amsterdam / Nederlands

LECTURERS AND ASSOCIATES

03

KEITH BRADLEY

Technology ecosystem visionar, Chicago Area, US

MARCEL BOGERS

Professor of Innovation and Entrepreneurship at the University of Copenhagen / Denmark

05

08

BARBARA SALOPEK

Innovation consulting, Business developing, Business modelling, Project Management, Start-up VINCO.no / Norwegian School of Economics (NHH)

MORE INFO

THE CULTURE4INNOVATION ACADEMY CAN BE ORGANISED ON YOUR PREMISES, AND THE PROGRAMME CAN BE ADDITIONALLY ADAPTED TO YOUR NEEDS, GOALS, AND BUSINESS HOURS.

IF YOU ARE ONLY INTERESTED IN CERTAIN MODULES, THERE IS A POSSIBILITY OF CONDUCING THOSE ONLY, AS AGREED.

THE ACADEMY CAN BE ORGANIZED IN-HOUSE FOR YOUR KEY PEOPLE WHO LEAD INNOVATION PROCESSES.

SHOULD YOU HAVE ANY QUESTION, DO NOT HESITATE TO CONTACT US.

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