

## **Accelerate Innovation with Supply Chain Technology**

Your business works in an ever-changing environment. It adapts, maintains its revenues and grows. But whatever the future holds, your business will need to innovate and adapt to survive. It will need to find new markets, products, and business models whilst maintaining old business revenues. Change is risky and hard to undertake, but even riskier to ignore. This programme is designed to give you the latest techniques in strategic innovation, maintain your business's competitive edge as it adapts and grows.

### **Programme outline**

The programme comprises four modules:

#### **Strategy and purpose**

Today's businesses face political instability, economic downturns, changing consumer demand and technological innovation, making predictions and planning for the future very uncertain. This session discusses the volatility, uncertainty, complexity and ambiguity (VUCA) environment and the need for a different approach to innovating for the future.

- Understand the 6Ds of disruption driving changes in the industry
- Understand the new 'VUCA' environment and the era of exponential change, the iterative nature of strategy formulation and why traditional business planning techniques are more likely to fail
- Understand where the returns on innovation come from
- Learn how to approach one year, three year and five year horizons differently and how to define your innovation strategy accordingly

#### **Ideas, creativity and culture**

Doing something different is hard. It takes energy and courage. There is always the risk it will not pay off, a fact few companies acknowledge. Your staff need to feel reassured to 'move fast and break things', as Mark Zuckerberg would say. Thinking about the future inevitably involves planning for more than one scenario, with the full knowledge/ and awareness that some element of that planning will be wrong. The key is to make that planning and testing as quick and as cost effective as possible.

- Understand the signals you need to be aware of in the market
- Learn from other industries, organisations and competitors
- Judge which elements to keep, develop and change in your company to create the right innovation process
- Learn how to create a culture that encourages innovation, not stifles it
- Understand the capabilities needed in your company to make innovation succeed

### Implementation, management and process

In this session, we explore how to develop strategic projects, define experiments and set up the processes and incentives to promote innovation. Options can include whether to innovate internally, research, build or buy capability.

- Understand the innovation process as a series of staged gates and learn how to build a process to manage and measure innovation
- Understand how to sponsor disruptive ideas with small bets and develop proof of concept.
- Understand the need to run low cost experiments and learn both from positive and negative outcomes
- Appreciate how lean start up and design thinking methodologies can be integrated into the innovation process into your company

### Leadership and clarity

Strategic organisational leadership looks at elements of building a robust organisational strategy, the barriers leaders face in execution and techniques to overcome them. Asking teams to be “more innovative” does not necessarily produce the desired results. In this session we explore how communication can be made more effective as organisations develop and implement a culture of innovation.

- What managerial skills can I develop?
- What are the elements of a bad strategy that I should avoid?
- Learn why communication ceases to be effective when cascaded down the organisations and how to avoid that scenario
- How can I inspire my organisation in both good and challenging times?