The Challenge of Innovation

Today’s business environment demands that you continuously come up with new and improved products, services and processes as a matter of business survival. In a 2013 research study of 450 Canadian organizations, almost half of them acknowledged that they had no “formal innovation management process.” Others spent time on innovation but did not manage it properly; which led to bad results. Only those organizations with well-defined innovation policies and practices showed higher long-term growth in revenue, profits and company worth.

It takes careful management and planning, as well as commitment from an organization, to generate profitable returns from good, innovative ideas. Innovation is not a single event or activity; it is a collaborative process that begins with those people who touch the business across all functional and departmental areas. While creative ideas are key to innovation, without a process in place to nurture and turn them into something that has market potential and then implement them successfully they have no value.

There are a number of factors that prevent innovation from occurring in organizations. Being able to recognize and work through these factors will help you to create an innovative culture in your organization and help you to make your business successful.

Seminar Overview and Benefits

You’ll thoroughly enjoy learning how to create new ideas, understand what’s necessary to implement innovation in your organization or department and how to create and/or improve products, services, processes and structures. Working as part of a team with other participants, you will have an opportunity to create your own innovations; which you will test, identify barriers to launch and develop actions to ensure their successful launch. You will assess your current culture of innovation and identify how to create a culture more supportive of innovation. You will also understand what other organizations have done to be innovative and get help with your specific innovation challenges.

Your Facilitator—Michael Stanleigh, CMC, CSP

Michael Stanleigh, CMC, CSP
Business Improvement Architects

Michael is a certified management consultant and works with executives and senior managers around the world to help them improve their organization's performance. His work with leadership teams includes: managing change, defining strategic direction, developing leadership, implementing project management and quality systems and implementing innovation. He has been instrumental in helping his clients around the world increase productivity and profits with his clear processes and quality approach. Michael has worked throughout North America, Asia, Europe and Australia.

Michael is also an accomplished professional speaker and dynamic presenter. He is among a handful of speakers worldwide who hold the Certified Speaking Professional (CSP) designation. He delivers keynote presentations for conferences and events around the world about his research and experience in his organization’s core practice areas. Michael is a leading expert and keynote presenter on: Innovation, Strategy and Leadership Performance, as well as Project Management and Quality Leadership.
Who Should Attend

Leaders who want to create new and innovative products, services, processes and structures in their organization or department and bring them to market successfully should attend. Individuals from both the private and public sector, regardless of industry, will benefit.

Key Participant Learnings

- Gain an understanding about what innovation is and what it is not
- Learn what other organizations have done by reviewing their innovation benchmarks
- Assess your culture of innovation
- Identify the barriers to re-shaping your culture to be more innovative
- Learn various brainstorming techniques to generate ideas
- Find innovation team resources
- Capture visions and ideas from employees
- Apply different brainstorming techniques to expand on these visions and ideas
- Develop the questions about the innovation that must be answered
- Create scenarios that describe the Innovation after its launch.
- Pinpoint the benefits of the innovation to the organization, department/plant, staff and customers
- Describe the fit to the organization’s strategy and objectives
- Estimate the business potential for the innovation
- Write a Business Case that includes the innovation’s benefits, costs, impacts, etc.
- Ascertaining what has to be done and how to do it for a successful launch of the Innovation
- Determine what risks might prevent a successful launch
- Work out and test a prototype to confirm both the feasibility and any required refinements to the Innovation before launch
- Produce a launch plan for the Innovation
- Launch the innovation

Other benefits of attending:

- Learn from other participants as well as stories, examples and our real world consulting experiences
- Understand what other organizations have done to be innovative
- Share experiences with others
- Get help to deal with specific issues related to innovation

What Participants Say

“The innovation session that Michael Stanleigh facilitated at Air Cruisers was outstanding. The workshop exceeded all my expectations. We recently applied for patents for our first major innovation success!”

“Thank you so much for your inspirational seminar on Innovation. Michael, you did an excellent job for CHRP in getting the creative juices running in people. Your very practical approach got everyone energized.”

“This was a most useful and rewarding course. Very much needed at this time. Thank you!”

“This course was by far the most interesting and involving workshop I have attended. Keep up the good work.”
“Not only did we learn how to assess our innovation culture and process but we left the session with a turn-key solution for starting our innovation journey.”

“This course was by far the most interesting and involving workshop I have attended. Keep up the good work.”

“The innovation seminar Michael facilitated was outstanding! It far exceeded all expectations and I highly recommend this workshop to anyone starting on an innovation journey.”

“We not only learned about innovation, but Michael worked with us to develop a complete innovation process starting with the vision of the program, all the way to the implementation of the innovative ideas.”

“Your session helped everyone to bring clarity to some new opportunities. You brought us some new revelations, which have made us excited about the current work, development and opportunities that lie ahead.”

“I learned some very useful strategies from the Innovation Seminar you facilitated for The Rooms and will put some of the methods I learned into practice.”

What Tuition Covers

- Comprehensive course materials
- Continental breakfast plus lunch and morning and afternoon breaks
- Graduate Certificates
- Engaging and participative experience
- Case Studies for enhanced learning
- Lots of opportunities for you to share your own concerns, challenges and issues

Reserve Your Spot  Questions? Call 1.866.346.3242 or 416-444-8225

June 9 to 10, 2014 (2 days)

Location: Canadian Association of Management Consultants (CMC) Learning Centre, 401 Bay Street, Suite 2004., Toronto, ON, Canada (Simpson Tower—Southwest corner of Queen and Bay Streets)

Cost: $1,395 CAD plus 13% HST  = $1,576.35

Phone: 1.866.346.3242 x302 or 416-444-8225

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For more information or to register online click here or contact Sally Stanleigh 416.444.8225 x302, or via email at: sstanleigh@bia.ca