

THINKERGY

INNOVATION TRAINING

LEARN HOW TO WOW

COOL
Creativity UnLimited
by thinkergy

THE COOL INNOVATION WORKSHOP



What's it all about?

A 1 day workshop where senior executives, managers and employees learn more about critical organizational factors that allow a few companies to become innovation leaders. With the help of the Cool Innovation Game, find out how you can turn into a Cool organization with unlimited creativity and become an innovation leader in your category or industry in the innovation age. As Apple's Steve Jobs noted: "Innovation distinguishes between a leader and a follower."

Who's it for?

- Senior executives, managers and employees who want or need to learn more about organizational factors that drive creativity and innovation in top innovative companies, and want to explore how these factors might be brought to life in the own organization.
- Up-to 24 participants

What do you get?

- The Cool Innovation Game that teaches the essence of organizational innovation in an energetic team game format
- An appreciation of the five focus areas that need to be worked on to change transform into an innovation-friendly organization: Leadership, Commitment, Collaboration & Communication, Culture and Structure.
- A basic understanding of 34 organizational factor pairs (linked to five focus areas) that companies can use to .
- A "rough and dirty" team assessment of the current enablers and obstacles of the organization's internal innovation capacity.
- A series of team ideation exercises on how to transform into a more innovation-friendly organization (using selected tools from the X-IDEA Innovation Method & Toolbox).
- A refreshed energy and commitment to shift from "copycat to Cool", and to move beyond a "Me Too"-innovation approach towards aiming to become an organization who actively drives innovation in one's category or industry.