

Workshop to experiment how to move from the idea to the action as an innovative entrepreneur.

The implementation of Innovation is a discipline, and as such it must follow guidelines and techniques that allow us to advance in an organized and predictable manner.

In this practical workshop, we show the participants how we start from the ideas to identify which of them are opportunities and, once selected, how we turn them into innovative experiments.

The entrepreneurial potential of the participants is key in this process. Hence, the workshop is directed towards stimulating and empowering the entrepreneurial attitude of the participants to create innovation experiments.



Method

- 2 day workshop
- Practical experimentation and teamwork to make experiments happen. (Active Learning).
- Learning and using the needed tools to improve their effectiveness as innovators.
- Participants are the main players.
- Individual and team action plans are generated to be put into practice.

Results

NEW SKILLS

On the process of ideation, reformulation, landing of ideas and their conversion into opportunities.

CONCRETION

Specify the ideas and opportunities to innovate “efficiently”.

IDENTIFICATION

Identify the most promising opportunities.

SISTEMATIZATION

Systematize the most appropriate creativity techniques for each circumstance and the appropriate prioritization of opportunities.

“It was a great seeing how ideas could develop into real innovation experiments that opened new markets for us”.

*Director of Innovation of a
Global Insurance Company*