

The Innovation MASTER CLASS

DELPHI INNOVATION MASTER CLASS

There may be many seminars and conferences on innovation and creativity but **only one comprehensive curriculum** for organizations serious about these topics.

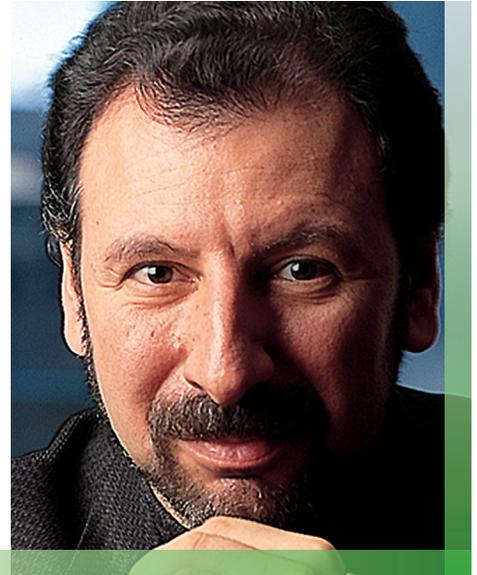


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“Organizations don’t lack innovative and creative people, they lack a process to tap into that creativity and create valuable innovation from it.”

**Thomas Koulopoulos
Founder, Delphi Group**



Welcome to the Future

You’ve heard about the importance of innovation and creativity from leaders in nearly every industry. From Steve Jobs to Bill Ford, innovation has become a mantra for organizations that are thriving as well as those that are striving.

But can innovation actually be taught? What about creativity? After all, aren’t people just born creative?

The reality is, for most people and organizations, innovation is often the result of serendipity, persistence and lots of luck.

That may have worked in a simpler world but not today, and certainly not in the future.

The fact is that innovation and creativity can be learned, studied, and put into a process.

Organizations don’t lack innovative and creative people, they lack a process to tap into that creativity and create valuable innovation from it.

The Innovation Master Class has been developed over years of work across all industries. We’ve captured the essential lessons you need to learn and apply in order to quickly create your own solutions.

We’ve also created a comprehensive modular framework of 13 separate video modules which you can watch on-demand based on your schedule and time constraints. Yet you will not need to compromise on the quality and content. The Innovation Master Class provides the best source for understanding the full spectrum of issues and methods surrounding innovation.

This brochure provides you with insight on the content and special features of the Innovation Master Class, including the case studies, discussion of metrics and the detailed review of how to create your own innovation zone.

The Innovation Master Class also provides the opportunity to gain certification through the Delphi Blackbelt program.

Best of all you can take the Innovation Master Class wherever and whenever it’s convenient for you through the power of DelphiTV.

Join us for this amazing journey and learn the tools and methods that will make you and your organization a world-class innovator.

About the Innovation Master Class



What is the Innovation Master Class?

An intensive one-day workshop that will teach you the latest methods and tools for creating world-class innovation skills. This session will build your competency and capability in innovation, with a proven set of tools and individualized analysis that has been deployed in many of the world's largest organizations.

The Innovation Master Class focuses on what is fast becoming one of the core competencies for survival in the global economy. As globalization reshapes the competitive landscape, individuals and organizations are realizing that growing their innovative capacity is the only way to build leadership and sustain it.

In Only One Day?

There may be many seminars and conferences on innovation but only one Innovation Master Class where you will learn the nuts and bolts of innovation "in the trenches" NOT "in the clouds." Sure we could pack three, four or more days with fluff and lots of activities to take up more of your time and money but why do that when you can invest one day and walk away with so much?

Best Practices and Case Studies

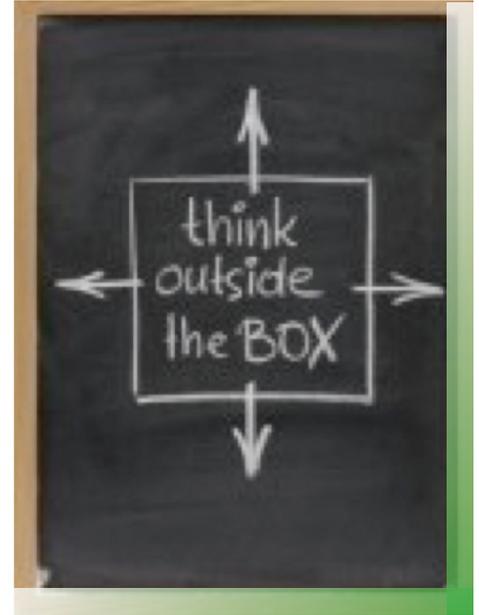
The Innovation Master Class includes deep case studies of organizations that have achieved exceptional improvements in their ability to innovate. We will go far beyond the high level rah-rah of most innovation cases to deliver hard core detail on how these organizations achieved radical improvements in their innovation. You will also leave with published cases that illustrate the specific methods and experiences of the leaders in the field, and in-the-trenches insights for those that want to be innovation leaders.

Innovation Management

Assessment Tools

This unique event builds your innovation skills and capabilities, with a proven set of tools currently deployed in many of the world's largest organizations. You will explore your own organizations innovative capacity and benchmark it against a database of over 300 organizations!

Here is Just Some of What You Will Learn



1. The Five Laws of Innovation
2. Managing Ideas
3. Idea Ownership
4. Idea Evaluation
5. Idea Championship
6. Idea Storage
7. Idea Valuation
8. Innovation Killers
9. Innovation Leadership
10. Avoiding Entrenchment
11. Best Practices in Innovation Management
12. Building an Effective Innovation Team
13. Building a Balanced Innovation Team
14. Building an Innovation Process
15. Rewards and Incentives for Innovation
16. Building an Innovation Zone
17. Defining Innovation in Today's Enterprise
18. Innovation on a Global Stage
19. Innovation vs. Invention
20. Innovation vs. Problem Solving
21. Reactive vs. Proactive Innovation
22. The Components of Innovation
23. Why Innovation is Rarely Taught in the Classroom
24. Building a Core Competency Organization
25. Seven Lessons from the World's Best Innovators
26. Why Brainstorming is Not Enough
27. The Importance of Creativity and Innovation in the Workplace
28. Metrics and Business Drivers
29. Assessing Your Organization's Innovation Capability
30. Best Practices in Innovation Management
31. Building an Effective Innovation Team
32. Building a Balanced Innovation Team
33. Business Lessons on the Value of Failure
34. Building an Innovation Process
35. How To Build Innovation as a Organizational Competency
36. Defining an Innovation Architecture
37. The Role of Process and Culture
38. How to Develop Balanced and Effective Team-based Innovation
39. Using ROT (Return on Time) as a Benchmark and ROI Metric
40. Leadership and Innovation
41. Effective Tools and Approaches to Valuing Innovation
42. Measuring Partnership Value for Innovation in Sourcing Relationships
43. Case Studies of Benchmark Innovators
44. A Look at How the Key Players are Succeeding at Innovation. Cases on NASA, Partners Health Care, 3M, Sony, Apple, iRobot, Innocentive, and Many More
45. Review of Innovation Management Software Tools
46. Influences on Behavior and Problem Solving

Delivered: **Online Live** (abbreviated version), **Onsite**
 Prerequisites: **Foundations**

Case Studies of Innovation



The Innovation Master Class includes in-depth case studies of organizations that have achieved exceptional improvements in their ability to innovate. We will go far beyond the high level coverage of most innovation cases to deliver hard core detail on how these organizations achieved radical improvements in their innovation.

You will also leave with cases that illustrate the specific methods and experiences of the leaders in the field, and in-the-trenches insights for those that want to be innovation leaders. This course includes pre-reading on the cases to be discussed and extensive dialog about the cases and their outcomes. (For attendees who also purchase the Innovation Zone book.) Attendees are also challenged to consider alternative approaches than those presented in the cases.



Topics Covered

Case Studies of Benchmark Innovators
 A Look at How the Key Players are Succeeding at Innovation.

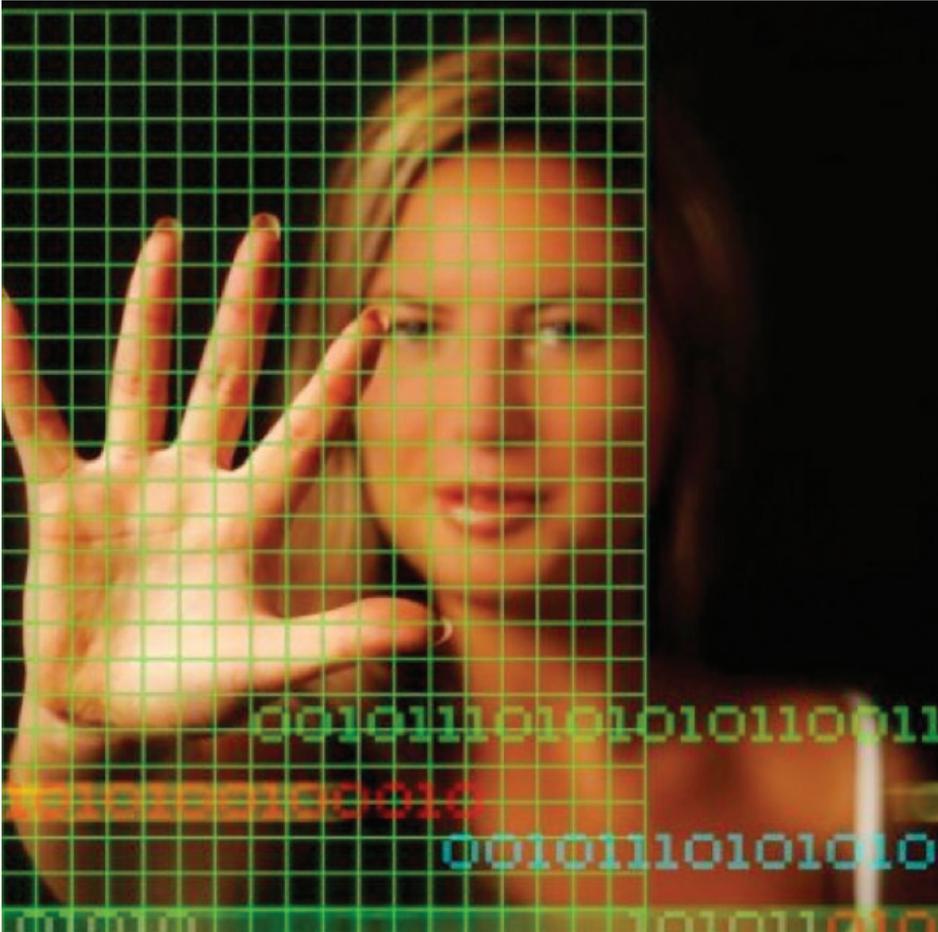
Sample Cases:

NASA, Partners Health Care, 3M, Sony, Apple, iRobot, Innocentive, Bank of America, Whirlpool, Nine Sigma, and others.

Case Lessons:

1. Build for the Unknown
2. Fail Fast
3. Abandon the Success of the Past
4. Separate the Seeds from the Weeds
5. Focus on Process over Product
6. Create an Innovation Experience
7. Challenge Conventional Wisdom

Innovation and Creativity Metrics



Topics Covered

- Measuring Innovation
- Defining an Idea Architecture
- The Innovation Chain
- Using ROT (Return on Time) as a Justification
- Using Velocity of Innovation
- Measuring Value Chain Creativity
- Leadership and Rewards
- Measuring your Corporate IQ® (benchmarking)

This Innovation Master Class provides a framework for measuring the impact of innovation. We will evaluate several methods for assessing innovation capability, benchmarking innovation, measuring the velocity of innovation and rewarding innovation.

Attendees will each take a brief survey online that will provide an initial assessment of their organization's (work group, department, division, business unit, etc.) innovative capability and then consider ways to increase the results.

Attendees will be introduced to the concept of the Innovation Chain, Return on Time Metrics, and the role of an innovation architecture and innovation management tools in the metrics process.



Building an Innovation Zone



Innovation is a process that needs sponsors, structure, trust and integrity - just like any other discipline within an organization.

Topics Covered

- Building an Innovation Zone
- The Components of an Innovation Zone
- Motivating Submissions
- Staffing an Innovation Zone
- Core Mission and Vision
- Evaluation Criteria and Application
- Enabling Tools
- Fitting into the Culture
- Developing the Baseline of an Innovation Zone

One of the most difficult and yet essential aspects of a successful innovation effort is the creation of an Innovation Zone within the organization that can act as a safe haven for the evaluation and mobilization of ideas.

The Innovation Master Class looks at the specific components of an Innovation Zone, from its ties to leadership, the competencies and resources needed to enable it, and the processes used to actually evaluate ideas.

The role of the Innovation Zone in working with idea owners and motivating them to submit ideas and to instill a bond of trust between them and the organization will be discussed within the context of the attendees's organization in order to address the existing culture and challenges. The result will be a starting point for you to put an Innovation Zone in place given your existing resources and capabilities.

Innovation Blackbelt Certification



Our combination of education, examination, and real world expertise combine to give you a solid foundation for your innovation career and credentials through innovation Blackbelt certification.

Welcome to the ranks of the select professionals who have made the commitment to demonstrate their expertise, skill, and understanding in the critical area of innovation.

While many people talk about Innovation, its implications, technologies, and methods, relatively few are able to demonstrate their competency based on any sort of formal education.

You can't get an MBA in Innovation Management, yet it is a skill that will be increasingly necessary in the future. How do you show that you are among those few, select professionals? The Innovation Blackbelt is the answer.

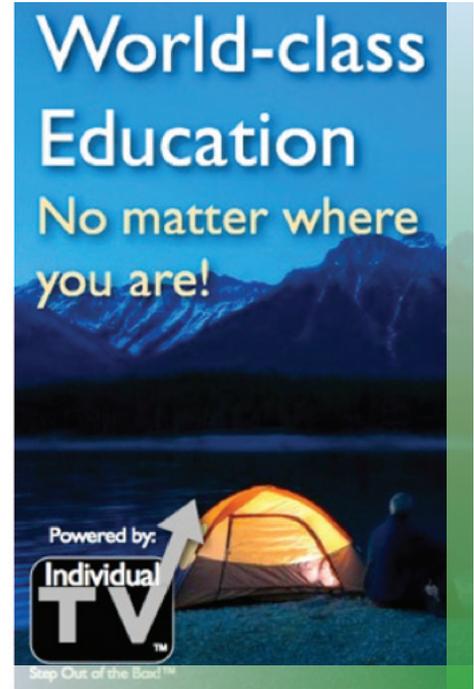
We have developed the Innovation Blackbelt program to provide a level of certification that demonstrates

your commitment and understanding of innovation in an objective and rigorous format. Our combination of education, examination, and real world expertise combine to give you a solid foundation for your innovation career and credentials through innovation Blackbelt certification.

The exam is an intensive multipart written or on-line examination. The exam is taken under the on-line supervision of a Master blackbelt examiner.

The material in the examination is covered during the courses in this catalog but also relies on your ability to express proficiency, good judgment and skill in the basic concepts and fundamental of innovation management.

Virtual Course Delivery



Do you really expect to deliver courses on innovation and creativity using the same old tools?



Education that Delivers, Anywhere!

A unique aspect of the Innovation Master Class is that the course can be taken via the web either On-demand. Delphi has made a substantial investment in a virtual delivery platform that provides an unparalleled level of quality and engagement for attendees. Unlike traditional voice-over PowerPoint training or traditional video classrooms, we combine instructor, media and animation in a single

powerful platform that provides high impact education. This allows attendees to participate in courses that are much longer (even a full day!) over the web and yet still be engaged and interactive. Best of all DelphiTV needs no proprietary hardware or software, only a standard broadband connection and Windows Media Player or Flash. We can deliver our training anywhere in the world live and then archive that

same content for future attendees viewing On-demand or for the reference use of prior attendees. There is simply no more cost-effective way to train your organization on these critical topics.

