Training requirements

While there is an abundance of trainings available in the area of innovation and transformation, most are entirely focused on one method (such as Design Thinking, Scrum or OKR) or one topic (such as the Business Model Canvas, conversion optimization or identifying a purpose).
Both approaches fall short of solving the core challenges any organization dealing with innovation has: gaining a holistic understanding of the matter end-to-end.

Any meaningful innovation training would therefore need to take into account the following topics:

Understanding context
› Why innovation is required
› The cyclical nature of economic development—where have we come from and what is on the horizon?
› The drivers of accelerating change & their wider implications
› What accelerating change means for organizations

Understanding the 3 Horizons of Growth
› Understanding Horizon 1 execution & incremental improvements
› Understanding Horizon 2 Step-Change transformation
› Understanding Horizon 3 radical innovation
› What are the differences and similarities between innovation and transformation?
› Where to innovate, where to transform and where to incrementally improve
› Requirements for the structure and set up of an initiative depending on the chosen objective

Innovation basics
› How to deal with the high failure rates of innovation
› How to identify important but unmet customer needs
› How to create an Unfair Advantage & leverage a firm's capabilities and assets

Innovation Approach
› How to define where to innovate
› The structure and roles in an innovation team
› Understanding the stages and steps of an innovation process
› Understanding what an MVP is and how to create one based on practical examples
› Understanding key mechanisms of testing and validation
› Bridging the Strategy-Execution Gap: moving from idea to execution
› Fundamentals of Growth Hacking

Organization & governance
› The role of governance
› How to organize for successful innovation
› How to measure success in an innovation setting
› How to create a setup for repeated/continuous innovation
› The role of key stakeholders

Culture
› Understanding the most critical factors of an organization's culture
› The required mindset for innovation and how it is different from the mindset of a Horizon 1 organization
› How to create a culture in which innovation can flourish
› How to deal with purpose, values, principles and rules
› How to build a winning innovation team
› Leading and being led in the context of innovation

Business Models

› How to design Business Models and Value Propositions
› Understanding the overarching Business Model framework & how everything connects
› How to conduct Business Model Innovation
› Working with innovation patterns
› How to connect Business Models and technology
› How to drive technology innovation

Putting it into practice

› The main steps of creating a successful innovation initiative & how to drive change
› A short primer on Change Management

Additional strategy topics

› Understanding the drivers of long-term results
› Driving performance: how to drive profitability and growth
› Portfolio strategy & portfolio allocation
› Positioning a firm
› Understanding the interaction between strategy & governance

Obviously, any such training has to be tailored to the specific needs of an organization.

The real problem is a different one however: any specific skill training will fall short of understanding the overarching complexity of the process of innovation. Therefore, organizations have to move away from individual methods and topics towards **gaining a holistic understanding of innovation** in order to achieve the results that they are looking for.

In this book, we mostly focused on innovation, but the same approach applies to the arguably even less well-understood topic of transformation. In this situation as well, skill training focused on one particular topic is less important than gaining a holistic understanding of the end-to-end challenge.

Get in touch and say hello!

We are here to help! We have always learned the most through challenged and being questioned – so please do us the favour of challenging us and share your questions, comments and thoughts.

Depending on the type, we will answer privately or in public (in an anonymous way of course) on **digitalleadership.com/createinnovation**.

On the web page of this book, we also list errata, examples and any additional information.

Use one of the following ways to reach out to us:

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About Digital Leadership

We need change on all levels:
We need to change and think over **how we live as a society**.
We need to change and think over **how we do business**.
We need to change and think over **how we as humans collaborate, live and interact**.

We do not have all the answers.
But we strive to collaboratively create new realities jointly with our customers.

> **Digital Leadership**

At home in Zurich, Switzerland in the heart of Europe
Available for initiatives where change matters around the globe
Find out more about us & get in touch on **www.digitalleadership.com**

Our core beliefs and manifesto

› **Freedom and responsibility**
  over hierarchies

› **OpenSource and sharing**
  over proprietary knowledge

› **True & open communication**
  over plays and hiding

› **Sustainability**
  over consumption

› **End2end, integrative and holistic**
  over piecemeal thinking

› **True collaborative partnerships**
  over exploitative relationships

› **Evolving people & organizations**
  over mechanical action

› **Genuine engagement**
  over excuses, blabla and politics

The Partners at Digital Leadership

We dare to question how we do what we should do.
This is why we have written the world's first holistic book on innovation. This is why we have published the world's largest innovation and transformation library and share our knowledge FREEly and fully OpenSource. This is why we engage, think, interact and create value differently.

We support our customers as partners end to end across initiatives where change matters.

Let's engage in a conversation!

Schedule our first interaction:

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«Let's UNITE & create a world worth living in!»