

About the programme

Mention the word 'Innovation' and many people may picture 'Q' from James Bond with a laser in his watch, or the latest iPhone, or smartphone augmented-reality application that helps to find the nearest McDonalds.

This 'Super-Hi-Tech Product Innovation' is the tiniest sliver of the topic, and more often than not belongs in the movies, or the anecdotes of 'pop' business text books.

Innovation as tackled in this programme relates to **a much broader and realistic agenda** - the business challenges and the wider innovations needed for existing, surviving and growing, given the present circumstances and those that lie ahead for your business.

The Innovation framework can be seen at a number of levels, company and products, markets and resources.



The objectives and structure of the programme are outlined below and represent a period of engagement spanning approximately two months starting with pre-course work to capture and frame the individual company business objectives for the programme.

1. In the **Market**: What are you facing? How are you seen? What could you do differently?
2. What's the situation with your **Products and Services**: What's might be possible there?
3. How are you in terms of **Resources**? What's needed there? How could you do that?
4. What challenges are there for your **Leadership**? What could you do differently? Your beliefs and attitude for entrepreneurial leadership?
5. How you match up to the mind-set of a real entrepreneur / innovator?
6. How would you describe the **Culture** of your business? Strengths? What's needed?
7. To what extent, and how, do you innovate right now on all of these? i.e. What's your **Process for Innovation**, Do you have one? What could be better?

8. **Break** – the journey from day one to day two- supporting your actions (3 weeks telephone and portal support)
9. Sharing **learning** and progress on your individual plans
10. Your **innovation process**, the steps to realising value, (company and product) developing your business model to deliver value and understanding the steps of a successful product launch
11. How to articulate your **Value Proposition** in a winning way?
12. The **Marketing Master-class** – what really works!
13. Entrepreneurial **Partnering** why it's such an important strategy for realising growth?
14. Sharing best practice across the Devon community and identifying real opportunities for working together
15. On-going support (telephone, email and portal)

Getting the best from the event

There are many seminars out there that can be interesting to go along and listen to. And they may prompt some thoughts or create new contacts you can use in your business. This event promises to be far more meaningful.

The old maxim 'you get out what you put in' is especially true in this case.

We have designed the programme for selected Devon-based businesses who will step into it wholeheartedly, with a real determination and openness to participate and benefit from the programme; bringing their real issues and opportunities into the mix.