

RDM INNOVATION TRAINING

Translating Innovation Theory to Practical Application



Do you want a workforce of engaged innovative employees that drive revenue, profitability, and operational effectiveness to insulate against threats and take advantage of market opportunities? Your team will require training at a hands-on level to drive improvements in products, services, and processes. Our courses are designed to provide the tools and skills necessary to be an innovation difference maker in any role, organization, company, or industry. Innovation theory is taught to establish a common language and the foundational knowledge necessary to drive application-level innovation skills.

Pricing for our portfolio of classes is dependent on the output of our proprietary interview approach to ensure our course material matches organizational preferences for content, length, and potential real-world projects. Please contact us at info@rdminnotraining.com for additional information.

Portfolio of Courses

Applied Innovation - Becoming a Difference Maker

Course Length

Varies from four to 16 hours based on customization options that best achieve the objectives of the person(s) sponsoring the class. Course delivery can take place over one or multiple days.

Course Description

Coursework instructs participants in theory of leading innovation practices and application to their organizations. Lessons will build proficiency through foundational knowledge, in-class exercises, and the use of templates, guidelines, and assessments. Class material is taught by experienced innovation practitioners who convey their practical insights, lessons learned, and tips to enhance and accelerate student learning.

Learning Outcomes

- Create a sense of excitement, urgency, and engagement around innovation - positive cultural change
- Instill common innovation definitions, vocabulary, and best practices - enhanced teamwork
- Assess the environmental and cultural conditions - allow innovation to flourish
- Create an "As-Is" to "To-Be" roadmap for innovation projects - create systematic change management for innovation
- Develop creative problem solving skills utilizing Design Thinking - improve product, services, and customer satisfaction
- Learn and apply methods to harness the power of crowdsourcing - leverage the power of the many
- Develop techniques to build, analyze, and revise business models - increase revenue generation potential
- Cultivate foresight skills to look over the horizon - take advantage of future challenges and opportunities
- Create a portfolio of innovation metrics - measure and drive progress

Course Customization

Customization is based on industry, employee roles, and desired business outcomes. We leverage our proprietary interview approach to refine course content and optimize value for the students and organization.

Deep Dive Courses on Specific Innovation Topics

The following classes are targeted toward specific innovation topics. They are of customizable lengths from 4-6 hours depending on pre-class interviews of sponsors/audience. The instructors are experienced innovation practitioners that will apply insights gained from engagements with organizations in the United States and Europe.

Crowdsourcing (Gaining the Wisdom of the Crowd)

Course Description

Crowdsourcing is an **enhanced collaboration** approach that leverages the ideas and skills of your employees, partners, and customers **to improve your products, services, and processes**. The difference between a successful and failed crowdsourcing events centers on optimized challenge statement development, effective crowd engagement and guidance, participation incentives, and idea selection and refinement.

Learning Outcomes

- Write effective crowdsourcing challenge questions that engage a diverse solver group
- Identify challenges and opportunities which are appropriate for crowdsourcing
- Promote marketing communications documents that keep the crowd excited about the crowdsourcing exercise
- Identify and coach stakeholders that facilitate the success of the exercise through sponsorship and idea selection activities
- Promote recognition awards that will motivate the crowd to participate and stay engaged

Business Model Analysis/Development (Is Your Business Model on Life Support?)

Course Description

Business model innovation provides the **highest degree of success and profitability** of all types of innovation. With the proliferation of new technologies and explosion of new models, developed in the last 5-10 years, your model(s) are weakened or on life support. Regular review and enhancement of your model(s) can mitigate potential threats to your business. This course will provide the foundational theory, lessons learned, and tools to examine, modify, or completely create a new model for your business.

Learning Outcomes

- Identify and understand the interaction of all business model components impacting customers, revenue, and costs
- Analyze customer segmentation and value propositions for new products or services
- Learn from over 50 existing business models that stimulate ideas to adapt existing business models
- Build, analyze, and review options for optimizing current business models
- Orchestrate the planning sessions for conducting a business model review (people, skills, data)

Futures Studies (Tracking Over the Horizon Storms and Opportunities)

Course Description

In dynamic and rapidly changing business environments, having an over the horizon view of social, technological, environmental, economic, and regulatory trends is crucial to **anticipating rather than reacting to change**. Incorporating trend analysis into corporate planning exercises can **lead to innovative outcomes** that proactively address opportunities and challenges of the future. Attendees will learn foundational knowledge of futures studies and gain hands-on experience with a suite of forecasting tools and approaches.

Learning Outcomes

- Utilize multiple futures studies tools and resources
- Build a series of tools to track weak signals and trends that are relevant to their company
- Identify and establish “tripwires” that trigger proactive actions to mitigate future challenges and take advantage of future opportunities
- Develop and apply storytelling techniques to raise awareness and engagement of peers and leaders in proactively responding to the future