



IDEAS X ACTION

in partnership with



مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences



IDEAS & INNOVATION

The word innovation has become and remains a buzzword in the corporate world. But what does innovation mean? What does an innovative business look like? What are common traits among the most innovative leaders and companies? How can you participate in fostering a culture of growth and innovation at your workplace? This three-day Ideas & Innovation program will catalyse and foster a culture of organisational innovation, and guide you through a step-by-step process to help you and your team generate actionable innovative ideas.

THREE-DAY IDEAS & INNOVATION PROGRAM

You will learn about innovative mindsets to adopt. You will gain innovative methodologies to design and develop ideas and solutions. You will exercise innovative mastery through creating solutions for real-life challenges in your workplace.

This three-day Ideas & Innovation Program culminates with a Pitch Contest where participants will experience communicating and launching their innovative ideas.

WHO SHOULD ATTEND

Managers from Innovation, Culture, HR and R&D, and Business, Product and Marketing Leaders who want to take a solution focused approach towards generating innovative ideas for products and services in the workplace.

**GET CREATIVE.
TAKE ACTION.**



IDEAS & INNOVATION PROGRAM

COURSE DETAILS

Date

Tuesday 17 April 2018 to
Thursday 19 April 2018

Time

8:30am - 2:30pm with morning,
lunch and afternoon breaks

Location

Kuwait, TBC

Registration

Online through
<http://oe.kfas.org.kw>

Contact Information

Email: training@kfas.org.kw
Direct: 22278100,
Extension 1853/1888

PROGRAM PACKAGE

Ideas & Innovation Program Manual
Certificate of Completion
Thinking Lab Summary

RESULTS YOU WILL EXPERIENCE



Understand why creativity and innovation are imperative to personal and professional success



Learn a systematic approach to designing and developing innovative ideas



Catalyse a culture of innovation & discover tools to assist in managing creativity in your workplace



Learn how to pitch your ideas, and how to sell your ideas before you build them



Analyse current problems in your workplace and identify possibilities for development

PROGRAM MODULE OUTLINE



INNOVATION 101

An introduction to innovation



INSIGHT TO IDEAS

Creativity boosters and blockers



THINKING LAB

Idea generation activities



DEVELOPING IDEAS

Idea analysis, synthesis and evaluation



ORGANISATIONAL INNOVATION

Strategies for top-down and bottom-up innovation



THE PERFECT PITCH

Sell your ideas before building them



Validation and MVPs

How to validate your ideas



PITCH CONTEST

Communicate and launch your innovative ideas

Ideas x Action is a Culture & Innovation Agency based in Australia. They help organisations foster a culture of growth and innovation, and generate ideas for products, services and strategies through customised Ideas & Innovation programs.

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