

# DRIVE CREATIVE INNOVATION: LEVERAGE EXTERNAL INSPIRATION TO GROW YOUR COMPANY



KFAS

مؤسسة الكويت للتقدم العلمي  
Kuwait Foundation for the Advancement of Sciences



ONELEAP

## LEARN HOW TO DRIVE IMPACT IN YOUR COMPANY THROUGH CREATIVITY AND INNOVATION

Creativity is the life-blood of innovation: All innovation starts with unearthing an exciting opportunity and a unique idea to solve it.

Creativity in leading innovators like 3M, Google and Disney draws on three things:

- **Insights:** finding unique and unexpected sources of creative insight to stimulate impactful opportunities
- **Practices:** building on these insights using powerful but simple innovation techniques and processes to generate and identify the best ideas
- **Leadership:** creating the environment that gives teams the confidence and permission to embed these practices and creatively innovate

This 3-day program draws on methods used in **OneLeap's Harvard Business Review-featured innovation process**. Participants will gain the practical tools and confidence needed to drive impact through creative innovation.

Participants will work with our **Harvard, Oxford and Cambridge-educated expert facilitators**, who have extensive experience delivering innovation and leadership programs at FTSE 100 and Fortune 500 companies across the globe, including **Tesco, Credit Suisse and Pearson**.



“

[OneLeap] presents a provocative new model for innovation in big companies

”

Some of the organizations we work with:



[www.oneleap.com](http://www.oneleap.com)



## PROGRAM HIGHLIGHTS

Over our 3-day program you will learn and practice how leading Fortune 500 companies find and generate creative ideas

- **Master powerful tools** like “flipping” (applying ideas from successful businesses into different industries, featuring a case study from OneLeap’s lecture at Harvard), “reverse assumptions” and De Bono’s flexible thinking
- **Build simple prototypes, test them** with customers in real-time, and learn high impact techniques to pitch your ideas to your team
- Practice easy but powerful techniques to **consistently double the number of creative ideas your team produces**

This program is for managers who want to drive impact in their company through creativity and innovation

This course will accelerate your development if you are:

- A manager or someone who leads a team
- Highly motivated to make an impact in your organization
- Excited about delivering creative and practical innovation – fast

## Managers who attend OneLeap’s program will gain:



**Inspiration** through mastery of new techniques and creative processes



**Confidence** and **leadership skills** to enable their teams to generate more creative ideas



**Knowledge** of creative techniques and how to make their ideas happen fast



**Powerful tools** to help them innovate and lead others to innovate



**A diverse network** of peers to support and inspire them beyond the program

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# ABOUT ONELEAP'S APPROACH

## PART 1

Learn sources of creative insights and creative practices

- Learn about the three **sources of creative insights** to problems and solutions using case studies of successful global innovators.
- Learn the **creative process to convert insights into opportunities**, supported by practices from 3M, Google, and Amazon

## PART 2

Apply them in an innovation process

- Experience OneLeap's powerful and fun creative innovation process, **applying creative insight and innovation tools** with coaching from experienced innovation experts

## PART 3

Lead others to creative innovation

- Learn practical tools developed by Disney executives and Harvard researchers to help you **unlock your team's full creative potential and inspire them to innovate**



### IDENTIFY PROBLEM

Working directly with customers, you will:

- **Identify:** use elements of design thinking to find real customer needs
- **Define:** unpack needs to better understand origin, scale and importance
- **Creatively reframe:** reorganize the elements of the need to create generalized problem criteria.



### GENERATE SOLUTIONS

To generate solutions, you will:

- **Scan for insights:** look across trends, markets and industries to find problems that are similar to your own.
- **Creativity practices :** Use "flipping" to look at similar problems in different industries to find new solutions; Edward De Bono's methods to get new perspectives; "reverse assumptions" and more



### TEST

Once arriving at a solution, you will:

- **Test and Iterate:** using our Venture Sprint™ method of design thinking, adopted by many of the world's largest corporates, prove both your problem and solution.
- **Present:** master simple techniques to get support for your ideas using short pitches.



### ITERATE



### PITCH

## LOGISTICS

Date: March 19 - 21, 2019

Location: Kuwait

Deadline to register: Feb 21, 2019

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

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Our expert facilitators have extensive experience delivering strategy and leadership programs across the globe



**Alex Mackenzie**  
**Director, OneLeap London**  
Course Instructor  
alex.mackenzie@oneleap.com

- Works with managers and executives at global companies to build innovation leadership skills
- Leads programs in the GCC region, including with the KFAS innovation challenge and the UAE Prime Minister's Office
- Previously co-designed and built an academy for top 1% of Walmart USA
- Bachelor in Laws (Edinburgh)



**Dr. Juliet Wagner**  
**Senior Strategist, OneLeap London**  
Course Instructor  
juliet.wagner@oneleap.com

- Advises global organizations on innovation strategy and organizational design; expert on ecosystems strategy
- Lectured at Harvard and Vanderbilt Universities, where she received multiple awards for her teaching and facilitation
- Ph.D. (Harvard) and M.A. (Cambridge)

## OneLeap helps the world's leading organizations and their leaders drive impact through innovation

**We work with FTSE 100 and Fortune 500** companies across the globe to help them drive breakthrough innovations, discover new opportunities for growth, and build the innovation skills of their leaders.

Our approach is supported by a global network of **4000 successful innovators and expert academic advisors** such as Professor Beth Altringer of Harvard University's Innovation Lab.

### Here is what our clients are saying about us:

“ OneLeap delivered a rare combination of analytical rigor, creativity, and commercial practicality. As a result, we're building important new capabilities we believe will drive long-term revenue growth. ”

Viola Werner, **Managing Director, International Wealth Management, Credit Suisse**

“ I was searching for inspiration to stretch and challenge my CEOs and their teams and OneLeap answered the brief perfectly. Modern, agile and well-connected, I would recommend this crew to ... accelerate the development of your people. ”

Trevor Masters, **CEO, Tesco International**

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