

DRIVE CREATIVE INNOVATION:

LEVERAGE EXTERNAL INSPIRATION TO GROW YOUR COMPANY



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



PROGRAM HIGHLIGHTS

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

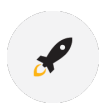
- **Master powerful tools** like “flipping” (applying ideas from successful businesses into different industries, featuring a case study from OneLeap’s lecture at Harvard), “reverse assumptions” and De Bono’s flexible thinking.
- **Build simple prototypes, test them** with customers in real-time, and 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 leveraging digital to deliver practical innovation - fast

OneLeap’s program will enable you to meet these key objectives:



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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PROGRAM OVERVIEW

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 ITERATE PITCH

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.

LOGISTICS

Registration Deadline: February 16th, 2021

Program Dates: March 9th - 11th, 2021

Time: 9:00am - 3:00pm

Contact information: training@kfas.org.kw

Registration Link: []

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



Cat Moody
Global Head of Strategy, OneLeap
New York

Course Instructor
cat.moody@oneleap.com

- Advises global organizations on innovation strategy and leadership
- Economic Advisor to two successive New Zealand Deputy Prime Ministers
- Appointed by the New Zealand government as a Senior Advisor on the Board of Executive Directors at the World Bank
- LLB (Hon) BA, and MPP from Princeton University



James Westlake
Director, OneLeap
London

Course Instructor
james.westlake@oneleap.com

- Director of the London office and strategy engagement lead
- Diverse background spanning the military, advertising, entrepreneurship, and strategy consulting
- Founded and run a digital design and strategy agency, worked in the PE practice at Bain and Company, and led complex client and transformation projects at a variety of London advertising agencies
- Winner of Sword of Honour at Sandhurst; MBA from London Business School

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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