

WHAT DOES INNOVATION MEAN TO YOU?



INTRODUCING THE **INNOVATION SEMINAR SERIES**



Are you looking for your next business opportunity?

Is innovation at the core of your business?

Do you know how to exploit innovation to your advantage?

Today, innovation is key to any business. More than ever it is important for leaders to be at the top of their game. Standing still is not an option, it gives an edge to your challenger and endangers your business.

Investing in building innovation will keep you ahead of the competition, allowing all your stakeholders to work together in harmony for the benefit and the profitability of your business.

This series of seminars will give you some tools to understand innovation and to integrate it successfully to your business model.



ARE YOU EXPLOITING YOUR INNOVATION TALENT TO DRIVE YOUR BUSINESS?

Look in any business magazine and you will see one word – innovation. It has always been around, but now more than ever before, the importance of innovation has escalated. It is the imperative for any business who wants to compete and grow. Pressures from changing markets and increasing demands from customers and shareholders have made innovation the crux to any business strategy.

However, just paying innovation lip-service isn't enough. Consistency of the innovative process is critical to ensuring a suitable, scalable and sustainable business pipeline. This seminar will help you build innovation into your business strategy enabling you to future-proof your ability to grow your business and ensure resilience whatever the markets throw at you.

PROGRAMME

- Developing your appetite for innovation, risk and return
- Differentiating through the innovative process
- Aligning business strength with market opportunity
- Creating performance impact and continuous business improvement

BENEFITS

By spending your breakfast with us, you will:

- Understand why "business readiness for innovation" drives growth
- Know the ways in which a business can nurture and support innovation
- Appreciate the need to recognise innovative practice for competitive advantage
- Identify the capabilities needed in building an innovative business
- Learn the steps to a good innovation strategy
- Accelerate the use of innovation as a business function

HAVE YOU THE INNOVATIVE CAPABILITY TO CREATE THE NEXT GAME-CHANGER?

Business stagnation happens and you may not even be aware of it, but when your competitor launches the next 'must have' product – it's already too late! This seminar shows you how to shed that recessionary mind-set and counter-intuitive behaviours that inhibit true innovation.

Invigorating organisational culture to think 'what's next' - so that your teams, customers, suppliers and other stakeholders all work in harmony to enable your business to create great products that connect quickly and profitably with the marketplace, is at the heart of what this seminar is about.

PROGRAMME

- Creating a culture of curiosity and ownership
- Building business agility and responsiveness
- Stimulating innovation in people at all levels
- Developing organisational conditions for innovative practice

BENEFITS

By spending your breakfast with us, you will:

- Understand techniques that support ideas generation
- Know approaches that create entrepreneurial thinking
- Appreciate how individual pockets of innovation can be harnessed and sustained
- Identify the characteristics to nurture people to become innovative
- Accelerate the use of risk and reward to drive an inquiring and productive workforce
- Generate a shared understanding and commitment in your business for innovation

WHERE IS THE NEXT SMART OPPORTUNITY FOR YOUR BUSINESS?

Coming up with something new to grow sales isn't easy, but innovation is a key ingredient to achieve this. Innovation is seen by business leaders around the world as the new competitive paradigm. Investing in building innovation in any business, large or small is the only way to survive and grow.

Enablers, dislocators, market trends and environmental factors determine the course of your business. To be ahead requires knowing what is on the horizon that could be profitable and planning for it. This Seminar will look at how a systematic approach to new proposition development can enable your business to build economic resilience and drive growth potential.

PROGRAMME

- Innovating to survive and grow in uncertain times
- Using diversification as a business proposition
- Interpreting and applying market dynamics to your advantage
- Identifying enablers for business growth

BENEFITS

By spending your breakfast with us, you will:

- Understand how diversification can be used to create new opportunity
- Learn techniques in new proposition development
- Unleash hidden innovation potential in your business
- Know how to read and apply market intelligence
- Accelerate your entrepreneurial ability



SEMINAR PRESENTERS

The Innovation Seminar Series will be led by Dr Sa'ad Medhat, NEF's CEO and a serial entrepreneur (9 companies and counting...), business innovator, and inventor with patents and extensive publications and books worldwide. Sa'ad has an established reputation for driving forward ideas and making things happen. He has worked in business, education and policy and has a unique perspective on what makes an organisation really innovative. Sa'ad will be supported by the Innovation Team: Dr Alison Todman, Martin Webster, Dr Abs Jawaid, Iain Nixon and Dr Vanessa Marcié in addition to a number of guest speakers.

WHO WE WORK WITH



ABOUT US

NEF: The Innovation Institute is the leading provider of innovation and growth solutions to business, education and government. Through our strategic programmes we help our clients and stakeholders to:

- Achieve performance excellence
- Drive entrepreneurship
- Diversify products and markets
- Develop innovative cultures
- Influence policy to stimulate innovation

“An organisation can become more innovative by installing a culture of innovation through self-development”

Jaguar Land Rover

“Innovation is about having a different state of mind”

EDF Energy

“If you don't have innovation, very little gets improved. Through this improvement you will get to the leading edge”

Rolls Royce

LIMITED PLACES ON FIRST COME FIRST SERVED BASIS.

THERE IS NO CHARGE HOWEVER ALL PLACES MUST **RSVP** TO:

EVENTS@THENEF.ORG.UK OR CALL 020 8786 3677

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