



## 3-day face-to-face class content



### I. Understanding Innovation

- Key Trends, business impact
- What does Innovation and Value creation mean?
- Workshop: The Surfboard of innovation
- Case study: key learning on where innovation comes from, intellectual property & being attractive for innovation.

### II. Engaging with stakeholders to understand their unmet needs

- What are unmet needs?
- How to engage with stakeholders or clients to access unmet needs
- Prioritising unmet needs and defining innovation priorities
- Workshop: Building an innovation strategy and roadmap.

### III. Positioning procurement as a knowledge hub

- Why do we need to position Procurement as a knowledge hub
- How to position procurement as a knowledge hub?
- Workshop: preparing your Knowledge hub agenda.

### IV. Mapping ecosystems

- What is an ecosystem? Why do we need to adopt an ecosystem mindset?
- Innovation as collaboration with multiple suppliers
- Workshop: mapping and engaging with an ecosystem.

### V. Scouting for suppliers and organising innovation workshops

- Scouting for innovation
- Organising innovation workshops and other interactions with potential and existing suppliers
- Workshop: Organising an innovation workshop.

### VI. Communication about innovation

- Measuring the impact of innovation projects
- Sharing goals with stakeholders on innovation
- Communicating on innovation
- Workshop: Communicating on innovation
- Gaining feedback on innovation.

### VII. Leadership for innovation

- Behaviours
- Acting as role models for these behaviours
- Workshop: Our leadership commitments.

## Implementation sprint and Jury



This step focuses on **driving innovation and change**. There is a strong emphasis on behavioural changes as part of the programme.

The pedagogy is structured around a rich toolbox and workshops where participants apply what they learn on case studies and on their own scope of responsibility.

To complete their programme and graduate participants have 6 weeks to complete their implementation Sprint including:

- **Develop an innovation roadmap** for their scope of responsibility
- **Design a specific initiative** with a detailed implementation plan
- An **innovation workshop**
- A **communication plan** with key messages for their team, their stakeholders and their suppliers
- A **reflection on leadership behaviours** needed to act as entrepreneurs on the topics of innovation.

A mix of individual & peer coaching supports the implementation Sprint