



مؤسسة الكويت للتقدم العلمي  
Kuwait Foundation for the Advancement of Sciences

# How To Innovate



## Leading Edge LEADERSHIP

*making leadership easy*

## How To Innovate

### Course Summary

Innovators are not born. Innovation is a skill set that can be learned and practised.

Steve Jobs defined an innovation as “an idea that ships”. Innovation is about taking an idea that already exists and making it better. Innovation is about adding value.

The businesses and organisations that have a competitive advantage are those that seek to innovate - they are always restless, constantly questioning, challenging norms, believing that things can always be done differently – and better.

Each participant will be asked to identify a process, system, product or service within their organization that they believe can be improved. We will refer to this as your “identified area”. You will apply The Six I’s Innovation Model to your identified area and this will be your focus throughout the programme so that the programme is specific to your organization.

In the program you will discover the skills required to successfully innovate – how to understand a client’s needs and how to cultivate and implement innovative ideas. Whether you work for an organization or are an entrepreneur, this program will equip you with a practical tool-kit with examples, activities and resources to help you develop and improve your innovation skills.

This program is the key to unlocking your inner innovator as you learn and practice using a variety of innovation techniques – Creating A Purpose Statement, Critical Thinking, Mind Maps, Proof of Concept, Proof of Market, The Decision Evaluator and The 4Ps Model.

### Course Objectives

- You will understand the difference between innovation and creativity.
- You will learn a very powerful six-step process on how to innovate.
- You will learn how to identify opportunities and understand trends and potential areas of growth.
- You will learn how to prototype, test and research your ideas.
- You will become familiar with techniques to create novel solutions.
- We will explore the mindset needed and the courage required to persuade others to back your ideas.
- You will learn how to make an idea happen and create value from it.
- You will learn how to optimise, scale and learn from success and failure.

### Who Should Attend

This program is ideal for entrepreneurs, supervisors, managers and leaders who wish to:

- discover the skills required to successfully innovate
- develop and enhance their thinking about innovation
- better understand a client's needs
- cultivate and implement innovative ideas

*“Innovation is what entrepreneurs do.”*

*Peter Drucker*

For registration inquiries please contact:

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## Course Content:

### Day 1

1. The difference between innovation and creativity.
2. Exploring the skills, behaviours and mindset required for innovation thinking.
3. Creating a Purpose Statement – defining your “identified area” in one sentence of 12 words or less using the “language of ownership”.
4. An introduction to The Six I's Innovation Model.

**Step 1: IDENTIFY** opportunities/ideas (to understand trends and potential areas of growth).

**Step 2: INVESTIGATE** (to prototype, test, question and research our ideas).

**Step 3: IGNITE** ideas (to create novel solutions).

**Step 4: INVEST** (to allocate time, money, energy - and persuade people to come on board).

**Step 5: IMPLEMENT** (to make our idea happen and create value from it).

**Step 6: IMPROVE** (to optimise, scale and learn from our successes and failures).

### Day 3

On Day 3 we will explore **Steps 4, 5 and 6**.

**Step 4: INVEST** (to allocate time, money, energy - and persuade people to come on board).

We will explore proof of market (POM). We will use a technique called The Decision Evaluator to weigh up potential costs and potential benefits.

**Step 5: IMPLEMENT** (to make our idea happen and create value from it).

We will use a technique called The 4Ps Model to present our value proposition.

**Position:** What is currently happening?

**Problem:** What is the issue?

**Proposals:** What options are available?

**Proposition:** Which option are you recommending?

**Step 6: IMPROVE** (to optimise, scale and learn from our successes and failures)

We explore how to optimise, scale and learn from our successes and failures because better never stops.

### Day 2

On Day 2 we will explore **Steps 1, 2 and 3**.

**Step 1: IDENTIFY** opportunities/ideas (to understand trends and potential areas of growth).

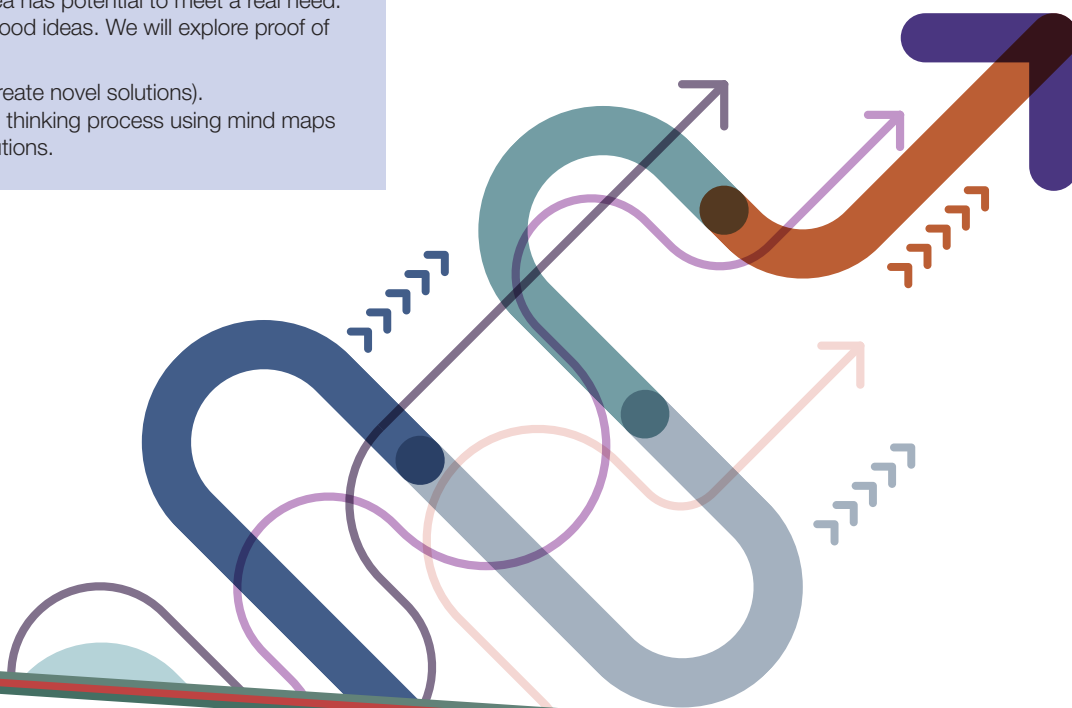
We will explore our ideas/opportunities in more depth so that we can understand trends and identify potential areas for growth.

**Step 2: INVESTIGATE** (to prototype, test, question and research our ideas).

We want to ensure your idea has potential to meet a real need. Because not all ideas are good ideas. We will explore proof of concept (POC).

**Step 3: IGNITE** ideas (to create novel solutions).

We will embark on a critical thinking process using mind maps to help us create novel solutions.



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