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# THE KFAS INNOVATION CHALLENGE 2024



## OBJECTIVE

*The objective of the KFAS Innovation Challenge is to enhance participants' abilities to become innovation champions, driving transformative change within their companies.*

*As a result this will foster business, technological, and economic growth.*



*The 3 months innovation journey starts with an **introduction to the fundamentals of creativity and innovation** before delving into a real-life business innovation project relevant to their companies.*

*The program **starts in Kuwait** and concludes with an **on-site visit to the IE Business School campus in Madrid**.*

*Throughout the program, teams are coached on a structured and regular basis.*

*Each team is expected to tackle **a company-specific challenge** and work on finding innovative and creative solutions for their challenges throughout the program.*



# PROGRAM BENEFITS

*The KFAS Innovation Challenge 2024 Program will take a highly practical approach to innovation learning and implementation.*

*Throughout the program participants will work in teams on Innovation Challenge Projects, based on input and sharing from their company sponsors, as a platform to apply their new learnings and capabilities.*

*The culmination of these projects will result in innovation initiatives that can bring real impact to participating companies.*

***Participating companies will benefit from the new knowledge, learnings, insights, perspectives and skills participants acquire – both through the participant's individual development as champions of innovation and the integration and cascading of innovation mindset and tools back into the participating companies.***

## PARTICIPATING COMPANIES WILL:

- LEARN BEST PRACTICES FOR IDENTIFYING CHALLENGES, OPPORTUNITIES, AND POTENTIAL RISKS, AND TURNING IDEAS EXPLORED INTO VIABLE BUSINESS OPPORTUNITIES WITH THE RIGHT STRUCTURES AND PEOPLE FOR IMPLEMENTATION.
- ACCELERATE SUSTAINABLE ORGANIZATIONAL PERFORMANCE.
- DEMONSTRATE A COMMITMENT TO INNOVATION AND EMPLOYEES BY SUPPORTING HIGH-POTENTIAL LEADERS TO DEVELOP AND INTEGRATE INNOVATION INTO THE ORGANIZATIONAL CULTURE.

## PARTICIPANTS WILL:

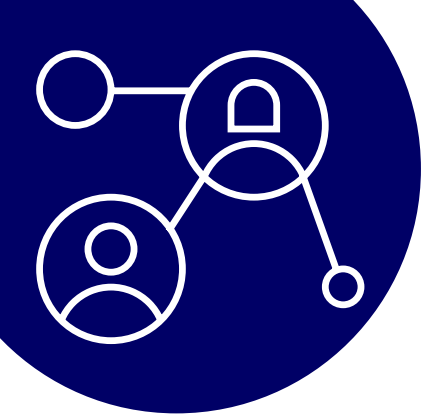
- DEVELOP A DEEP AND PRACTICAL UNDERSTANDING OF HOW TO LEAD AND MANAGE INNOVATION – TRANSLATING IDEAS INTO ACTION.
- IDENTIFY AND BUILD MOTIVATED AND CAPABLE TEAMS TO LEAD INNOVATION IN A CORPORATE ENVIRONMENT.
- LEARN TO INTEGRATE INNOVATION MINDSET AND PROCESSES INTO THEIR COMPANY'S EXISTING STRATEGIES AND SUCCESSFULLY EXECUTE INNOVATION INITIATIVES – BECOMING INTERNAL INNOVATION CHAMPIONS.

# LEARNING JOURNEY



**THROUGHOUT THE JOURNEY:**

MENTORS WILL BE MONITORING THE PROJECTS CONSTANTLY ENSURING ALL TEAMS ARE ON TRACK.



# MODULES

## 01

### CORE

- Team Building & Leadership Workshop
- Building an Entrepreneurial Mindset (Kinetic Thinking)
- Design Thinking Workshop
- Business Model Canvas & Lean Start
- Problem Framing

## 02

### TEAMWORK & MENTORING

- Value Proposition Design
- Business Model Design Workshop
- Prototyping & Testing
- Pitch Slam & Feedback

## 03

### F2F, IE CAMPUS, MADRID

- Storytelling & Data Visualization
- Pitch Strategy
- Mentoring
- Company Visits



# PRE PROGRAM

## 1 MODULE

TEAM SELECTION BY KFAS ASSESSMENT

ASSESSMENT PRE-READINGS: SELF-PACED MATERIAL

### TEAM BUILDING

- EFFECTIVE TEAMS
- MANAGING DIVERSITY
- TEAM COHESION

### ENTREPRENEURSHIP

- KINETIC THINKING WORKSHOP

### LEADERSHIP

### DESIGN THINKING

- INNOVATION
- POWER OF DESIGN THINKING
- FACILITATION KEY SKILLS

### CANVAS & LEAN

- STRATEGYZER TOOL & TEMPLATE
- CUSTOMER PERSONA, BUSINESS MODEL CANVAS

### PROBLEM FRAMING

- WORKING IN TEAMS
- FRAME & RE-FRAME THE PROBLEM

### MENTORING\*

## 2 MODULE

### VALUE PROPOSITION DESIGN

- CUSTOMER NEEDS
- CREATE OPPORTUNITIES
- CONVERGENCE POINT BETWEEN DESIGN THINKING & ENTREPRENEURSHIP

### BUSINESS MODEL DESIGN

- DESIGN, TEST & ITERATE A BUSINESS MODEL
- COORDINATED WITH CORPORATE SPONSORS AND IE COACHES

### PROTOTYPING & TESTING

- ASSUMPTION MAPPING FRAMEWORK
- TEST CARD & LEARNING CARD
- TESTING IN THE REAL WORLD

### COMMUNICATION

- HOW TO BECOME A MORE DYNAMIC PRESENTER
- HOW TO ORGANIZE CONTENT
- THE ONLINE ENVIRONMENT

### FEEDBACK SESSIONS

### MENTORING\*

## CLOSING MODULE

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- DATA GATHERING, DATA VISUALIZATION & STORY TELLING
- EXPLAIN THE STORY THE DATA IS TELLING US
- PITCH SLAMS PRACTICE

- PROJECT PITCHING
- COMPANY VISITS
- FINAL PRESENTATIONS

### POST-PROGRAM

- POST-PROGRAM REPORT
- POST-PROGRAM FOLLOW-UP

\*THROUGHOUT THE PROGRAM, MENTORS WILL BE MONITORING THE PROJECTS CONSTANTLY, ENSURING ALL TEAMS ARE ON TRACK.

# THE LEARNING JOURNEY IN STAGES

1

STAGE

TEAM  
PLANNING  
& PROBLEM  
FRAMING

2

STAGE

FIELD  
RESEARCH  
&  
CONTEXT  
DISCOVERY

3

STAGE

CUSTOMER  
DISCOVERY  
&  
VALUE  
FRAMING

4

STAGE

BUSINESS  
MODEL  
DESIGN

5

STAGE

PROTOTYPE  
DEVELOPMENT  
&  
EXPERIMENT  
PLANNING







# CALENDAR 2024

## MODULE 1 KUWAIT

29<sup>th</sup> September  
to 3<sup>rd</sup> October



## MODULE 2 KUWAIT

20<sup>th</sup> to  
25<sup>th</sup> October



## MODULE 3 MADRID

17<sup>th</sup> to  
21<sup>st</sup> November



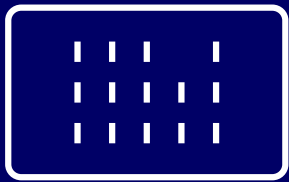
SEPT/OCT

OCT

NOV







# THE METHODOLOGY

IE learning methodology:

Essential mechanisms for effective learning

1

## ACTIVE LEARNING

*The participant  
performs the work*

*Action-based learning  
is one of the most  
effective ways to  
develop skills, gain  
deep understanding  
and increase short-  
and long- term recall.*

2

## LEARNING WITH IMPACT

*Learning designed  
to drive action  
and change*

*Our programs  
implement a practical  
methodology oriented  
towards obtaining  
results. They harness  
the ability to grow.*

3

## PERSONALIZED LEARNING

*Personalized learning  
for each student*

*Personal adaptability  
to the place, pace and  
time of learning.  
Creating more  
engaging and dynamic  
learning experiences  
that are relevant and  
support personal  
growth.*

4

## SOCIAL LEARNING

*An experience that  
fosters human  
connections*

*People learn by  
observing and  
collaborating with  
others. An emotional  
connection to learning  
drives engagement and  
therefore, effectiveness.*

5

## DATA DRIVEN

*Data-based  
information*

*Designed to gain  
insights into the  
effectiveness of content  
and interventions.  
Insights from data  
driven learning  
effectiveness.*



# PROJECT MANAGEMENT TEAM



## **Academic Director** **Peter Bryant**

Peter Bryant is a Professor of Entrepreneurship at IE in Madrid, where he teaches in the MBA and Executive Education Programs. He entered academia after a fifteen year career as a manager in the airline, banking, consulting, and venture capital industries.

During this period, he managed the creation of a number of technology ventures, and achieved successful IPOs and VC deals. He began his academic career in Sydney, Australia. His research is published in leading academic journals, as well as in professional outlets such as the online Harvard Business Review and The Economist.





مؤسسة الكويت للتقدم العلمي  
Kuwait Foundation for the Advancement of Sciences

## A GLANCE AT KFAS

*The Kuwait Foundation for the Advancement of Sciences (KFAS) continues its 40-year journey to harness science, technology and innovation in Kuwait, as well as to promote modernization, a better quality of life and a sustainable future for the Kuwaiti people.*

*In line with the long-term vision of the late Amir Sheikh Jaber Al Ahmad Al Jaber Al Sabah and supported by leaders in the private sector, an Amiri Decree was issued in 1976 for the establishment of the Foundation, with a focus on advancing and integrating science, technology and innovation (STI) throughout the country.*

ABOUT US





## SELECTION CRITERIA

- Kuwaiti national
- Must hold University level degree
- Minimum of three years of professional experience in Kuwait private sector
- Working in current company for at least one year
- Highly proficient in English
- Must have a defined business challenge to work on throughout the program
- Interested in Driving Innovation
- Committed to attend all three modules



## IDEAL TEAM

- Five employees from different departments and roles, a combination of management and professionals is recommended
- Should come with a pre-defined challenge to work on throughout the program

## APPLICANTS WILL BE ASSESSED BASED ON:

- Experience
- Area of Expertise
- Comparative Merit

\*Any late or incomplete submission will be automatically rejected.

## APPLICATION DEADLINE

**16th July 2024**

- All applicants will be interviewed by a selection committee and notified of their application status two weeks after the application deadline.



## HOW TO APPLY



**Link to Apply: [HERE](#)**

**For inquiries, please contact:**

*Enterprise Learning & Human Development  
Innovation & Enterprise Directorate  
KUWAIT FOUNDATION FOR THE  
ADVANCEMENT OF SCIENCE*

**Email:** [training@kfas.org.kw](mailto:training@kfas.org.kw)

**Tel:** +965 22278100 Extension: 1879/1854

\*The cost of this unique training opportunity will be covered by KFAS. Qualifying companies will only be responsible for their team's travel expenses to attend the third module at IE Business School, Madrid Campus, Spain.

*IE shapes leaders with global vision, an entrepreneurial mindset and a humanistic approach to drive innovation and change in organizations. IE provides a learning environment where technologies and diversity play a key role.*

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# *AN INNOVATIVE AND ENTREPRENEURIAL INSTITUTION*

# THE VALUE OF GROWTH

**At the core of every IE Business School Executive Education program is a simple question: how can we help you and your organization grow?**

**With this in mind, we have built a unique model centered around understanding your goals and identifying your own growth objectives.**

As an organization, your growth journey may involve exploring new business models or enhancing your current model in order to reach new markets. As a professional, growth could mean taking on new responsibilities, rethinking your approach to leadership, taking a risk or even considering new directions in your career trajectory.

It's our job to support your growth, no matter what it looks like. To do so, we offer unique learning experiences to help you discover what is possible, as well as where you want to go and how you will get there.

## 564

professors from  
all continents

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Since

## 1973

focused on  
academic  
excellence

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More than

## 2.000

executives enrolled  
in our Open  
Programs every  
year

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More than

## 180

clubs and  
organizations  
for students and  
alumni





# INTERNATIONAL RECOGNITION

*IE and its schools are recognized by the international press as being among the top international schools.*



FINANCIAL  
TIMES

ONLINE MBA

**1<sup>st</sup> worldwide** March, 2024

GLOBAL MBA

**7<sup>th</sup> in Europe & 20<sup>th</sup> in the world**  
February 2024

EUROPEAN BUSINESS SCHOOL

**8<sup>th</sup> in Europe** December, 2023

EXECUTIVE MBA (GLOBAL)

**6<sup>th</sup> in the world, 4<sup>th</sup> in Europe**  
October, 2023



ONLINE MBA

**1<sup>st</sup> in Europe** March, 2023

EXECUTIVE MBA (GLOBAL)

**6<sup>th</sup> in the world, 4<sup>th</sup> in Europe**  
July, 2023

IE BROWN EXECUTIVE MBA

**6<sup>th</sup> in the world**  
July, 2023



THE ASPEN INSTITUTE

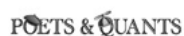
BUSINESS SCHOOLS

**1<sup>st</sup> in Europe, 3<sup>a</sup> worldwide**  
September, 2011



BEST B-SCHOOLS FOR EUROPE

**6<sup>th</sup> in Europe** September, 2023



TOP MBA PROGRAMS FOR  
ENTREPRENEURSHIP

**7<sup>th</sup> worldwide, 3<sup>rd</sup> in Europe**  
October, 2023



efc financialcareers

MASTER IN FINANCE

**5<sup>th</sup> for getting an investment  
banking job**  
March, 2019

MASTER IN FINANCE

**3<sup>rd</sup> for getting an investment  
investment banking, hedge  
fund, private equity and asset  
management.**  
March, 2017



BEST BUSINESS SCHOOLS LIST

**6<sup>th</sup> worldwide** Septiembre, 2019



INTERNATIONAL MBA

**6<sup>th</sup> worldwide** May, 2017



EXECUTIVE MBA

**1<sup>st</sup> in Europe, 3<sup>rd</sup> worldwide**  
June, 2020

IE LAW SCHOOL

Listed in Financial Times

Top Masters of Law LL.M. Listing 2016.

IE SCHOOL OF HUMAN SCIENCES AND TECHNOLOGY

**10<sup>th</sup> Worldwide - Master in Business Analytics**

## ACCREDITATIONS



AACSB  
ACCREDITED

AACSB INTERNATIONAL ASSOCIATION TO  
ADVANCE COLLEGIATE SCHOOLS OF BUSINESS



AMBA ASSOCIATION  
OF MBA'S



EQUIS EUROPEAN QUALITY  
IMPROVEMENT SYSTEM

