



Past “graduates” have leveraged this course to gain traction on business issues ranging from new product development, to manufacturing line enhancements, to strategic planning, to cost containment initiatives.

# Innovation Immersion

## Course Overview

This intensive 3-day workshop gives managers, team leaders and other high performers a deep dive into the creative process that drives innovation. Participants learn and practice tools and techniques that foster more productive team collaboration and problem solving. Beyond building the mindset, toolset and skill set that lead to good thinking; we encourage team participation (2-4 members per company) to come to the course with a pressing business issue. Throughout, participants apply training real time to a complex challenge and accomplish meaningful work.



مؤسسة الكويت للتقدم العلمي  
Kuwait Foundation for the Advancement of Sciences

# Innovation Immersion

## Program Objectives

- Learn a creative toolset and a proven innovation process
- Discover their personal thinking style and gain appreciation for the creative preferences of others
- Accelerate people's capacity to innovate and deliver value from ideas
- Make meetings and brainstorming more productive
- Manage through resistance and overcome barriers to innovation
- Help groups move ideas into action and successful implementation
- Apply lessons while working on a real challenge, not a case study.

## Course Content Outline

- Setting the Stage for Breakthrough Thinking
- Strengthening Individual and Team Performance
- Stimulating Creative Thinking
- Overcoming Blocks and Barriers
- Leveraging Creative Problem Solving for Results

## Key Benefits

- Solve organizational problems more efficiently
- Discover a shared language and process for problem solving
- Reduce the time it takes to solve problems and implement solutions
- Learn to clarify what problems need to be addressed
- Leverage the group to create breakthrough ideas and insights
- Learn to get more creative ideas faster

## Who Should Attend

This session is geared toward middle management responsible for motivating and guiding teams to drive new value and organizational impact. During the course, participants will deliberately practice and apply tools and skills toward a current business challenge to move it forward, while receiving coaching and feedback. For those looking for creative solutions to complex problems and how to get more impact from a team, this course can help you make the leap.

## FourSight Clients Include

American Express • BNP Paribas • Bristol-Myers Squibb • CHANEL • Coca Cola • Deloitte • Disney • ExxonMobile • Harvard • IBM • Kraft • Kuwait Foundation for the Advancement of the Sciences • National Bank of Kuwait • Prudential • Stanford • Starbucks • US Bank • Xerox

## Participant Selection Criteria

Ideal candidates will have a minimum of a Bachelor's degree. They will be proficient in English, at least college level spoken and written proficiency. They will have at least 5 years of work experience. They are in a middle management position accountable for the identification of challenges and the execution of projects / solutions.

In addition, candidates should have ownership of a business challenge and the full explicit support from their immediate manager for practicing and applying skills learned in the course.

The business challenge: 1.) Ownership for the business challenge at hand.  
2.) Sufficient motivation to begin action on the challenge within the next 3 months  
3.) There is a need for new thinking. That is, a business challenge that does not have a known solution or there is a desire for new approaches to the challenge.

We encourage team participation (2-4 members per company) to come to the course with a pressing business issue.

## Date / Time of Course

November 15 – 17, 2022  
8:00 am - 3:00 pm  
pm with morning, and afternoon breaks

## Contact Information

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