



KFAS Innovation Challenge 2020

MODULE DATES:

JANUARY 19-23, 2020 (KUWAIT CITY, KUWAIT)

FEBRUARY 9-11, 2020 (KUWAIT CITY, KUWAIT)

APRIL 5-9, 2020 (SAN FRANCISCO, USA)

KFAS Innovation Challenge 2020

Disruptive innovations in business are not random acts of nature—there is a pattern to the phenomena. From the radical innovations that shake up entire industries to the many small innovations that perfect the execution of already successful organizations, innovation can be treated as a process, one that can be managed and turned into a driver of profits and growth.

The KFAS Innovation Challenge 2020 has been developed in collaboration with the prestigious Wharton School of the University of Pennsylvania. This programme demystifies the complex process of innovation. It shows you how to solve your existing business challenges by taking you inside the structured process of innovation. Learn how to transform ideas into impact, while leading others to creativity.



“ We developed a process that you can start using immediately and teach to others in your organization. Once you have a process in place, everyone who has a great idea can move it forward. In turn, that process will lead to you developing a more innovative culture.”

— **Christian Terwiesch, PhD, CO-ACADEMIC DIRECTOR**

Andrew M. Heller Professor at the Wharton School; Professor of Operations, Information and Decisions; Professor of Health Policy, Perelman School of Medicine; Co-Director, Mack Institute of Innovation Management



PROGRAMME OBJECTIVES:

The KFAS Innovation Challenge 2020 will bring the combined resources of the Wharton School's Mack Institute of Innovation Management and the Penn Center for Innovation to the programme. Leveraging these outside resources brings a considerable cross-disciplinary approach to the programme that combines research and industry insight and enables participants to explore the themes of managing innovation and changing ideas into innovation. Participants will work in teams on selected innovation projects and at the end of the programme, each of the teams will come up with an innovative project to present to their companies. Teams will be coached by Wharton-trained executive coaches.

By attending this programme, participants will learn that innovation is a process that can be managed and perfected, just as corporations manage their processes for customer service or employee recruitment. Executive coaching is a key component of this programme and will consist of four in-person coaching sessions and four online sessions.

TOPICS AND ACTIVITIES INCLUDE:

- Business Model Innovation
- Innovative Delivery Models
- Innovation Tournament Workshop
- Team coaching by trained Wharton coaches and faculty
- Visits to Silicon Valley companies in the United States



“ One of KFAS’s strategic objectives is to develop business innovation capabilities in the private sector. This unique programme is specifically serving this objective by combining collective wisdom gained over years from designing customized executive education programmes with partners and collaborators from around the world into a curated collection of action-learning content, both formal and informal, to acquire practical skills to innovate in corporate environments.”

— **Dr. Bassam Al-Feeli**

Director, Innovation & Enterprise Directorate KFAS

PROGRAMME BENEFITS:

As a participating company, you will benefit from the strategic and commercial impact of the programme content, and by the specific innovation project developed for you by our team throughout the duration of the programme.

Specifically, your organization will:

- Accelerate organizational performance and develop a sustainable competitive advantage
- Learn best practices for introducing innovation as part of your company's culture
- Demonstrate a commitment to high-potential executives by helping them to develop innovation capabilities

Your executives will:

- Gain a deep and practical understanding of innovation theories and approaches and cultivate the ability to translate an innovation vision into action
- Develop the confidence and competencies to become an innovation champion within your company
- Integrate new innovation strategies into your company's existing strategies and successfully execute innovation initiatives

The KFAS Innovation Challenge 2020 is underpinned by a highly practical approach to innovation learning. From the outset, participants will work in teams on self-generated innovation projects that will put into practice the different phases of the innovation process. The programme will result in innovation initiatives that can impact and add real value to your company. Team projects will go through ideation and new concept formulation; innovation planning and execution; product and service prototyping; testing and validating customer scenarios; and measuring the impact of innovation.

WHO SHOULD ATTEND:

Young talents and promising leaders who are Kuwaiti nationals with at least five years of professional experience in the Kuwait private sector. *The Innovation Challenge* is open to all Kuwaiti private sector companies. Teams of three to five employees are invited to apply for the programme. Excellent team dynamics are essential for successful participation in the program.

Selection criteria includes:

- Kuwaiti nationals
- Motivated, ambitious, high-potential middle management across all functional areas
- High proficiency in English
- Teams with at least five years of experience and with the potential to implement and drive innovation in their company

Evaluation and assessment, including an in-person team interview, will be conducted. Teams will be assessed on the business challenge they bring forward to the programme during the interviews. The 10 teams with the highest potential to achieve programme objectives will be selected. No previous innovation experience is required.

Priority will be given to companies that have not participated in prior years, as well as KFAS contributing companies.

PROGRAMME COST

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 the Wharton School in San Francisco, USA.



The *KFAS Innovation Challenge 2020* provides the skills and insight you need to develop into a versatile business leader. Beginning with leadership evaluations, participants continue their learning and leadership development journey over three months divided into three in-person modules, interspersed with real-world application. The modules each build upon the themes of design thinking, organizational innovation, strategy, and team coaching as they explore the following topics:

MODULE **Innovation Tournament**

01

January 19–23, 2020
Kuwait City | Kuwait

The first module is focused on the **Innovation Tournament**, a competition where new ideas compete with one another in numerous rounds of vetting, and only the strongest and most promising ideas make it to the final round. An Innovation Tournament can generate some remarkable innovation opportunities.

MODULE **Business Model Innovation**

02

February 9–11, 2020
Kuwait City | Kuwait

In the **Business Model Innovation** module, we will examine a set of pioneering companies that designed new business models that revolutionized the way of doing business in their respective industries. Participants will also run through an exercise of generating, selecting, and refining new business models for their organization, continuing with specific steps needed to verify viability and scalability of the new business model.

MODULE **International Experience**

03

April 5–9, 2020
The Wharton School | San Francisco, USA

The **International Experience** module will be held in San Francisco—the heart of U.S. innovation. In addition to the in-person classroom sessions, participants will get to interact outside of class with some of the most successful innovators operating in business today, and learn why their strategies succeeded when others did not. We will visit Silicon Valley companies at different stages of growth, from start-ups to established multinational firms.

PROGRAMME TIMELINE:

November 7, 2019

Application Deadline

Interviews

October 27–November 14, 2019

November 20, 2019

Team Selection Announcement

Programme Orientation

December 16, 2019

Executive Dinner

January 21, 2020

January 19–23, 2020
Kuwait City
Kuwait

MODULE 1: Innovation Tournament



Inter-module Project Work: January–February



MODULE 2: Business Model Innovation

February 9–11, 2020
Kuwait City
Kuwait

Inter-module Project Work and Coaching: February–March

April 5–9, 2020
The Wharton School
San Francisco, USA

MODULE 3: International Experience



Final Presentations

May 2020



FACULTY



Christian Terwiesch, PhD
CO-ACADEMIC DIRECTOR

Andrew M. Heller Professor at the Wharton School; Professor of Operations, Information and Decisions; Professor of Health Policy, Perelman School of Medicine; Co-Director, Mack Institute of Innovation Management



Karl Ulrich, ScD
CO-ACADEMIC DIRECTOR

CIBC Endowed Professor; Professor of Operations, Information and Decisions; Professor of Management; Vice Dean of Entrepreneurship and Innovation, The Wharton School

REGISTRATION DEADLINES & SELECTION PROCESS

Applicants will be assessed based on experience (minimum five years of experience), area of expertise, and comparative merit. Any late or incomplete submissions will be automatically rejected.

Application Deadline: November 7, 2019

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

HOW TO APPLY

To secure your place in the programme, please contact:

Enterprise Learning & Human Development
Innovation & Enterprise Directorate

KUWAIT FOUNDATION FOR THE ADVANCEMENT OF SCIENCE

Tel: +965 22278185 or +965 22278100 Ext. 1879/1881

Email: training@kfas.org.kw

Application form: https://kfas.formstack.com/forms/innovation_company



مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences

The Kuwait Foundation for the Advancement of Sciences (KFAS) continues on 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.



Founded in 1881 as the first collegiate business school, the **Wharton School of the University of Pennsylvania** is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community, Wharton creates economic and social impact around the world. The School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 13,000 annual participants in executive education programmes; and a powerful alumni network of 98,000 graduates.

**KUWAIT FOUNDATION FOR
THE ADVANCEMENT OF SCIENCE**

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