

Innovation for Small Business and Community Groups

(Using creativity and technology)



Aim

The aim of the workshop is to equip participants with the knowledge and skills to manage the creative process using innovative tools.

Benefits:

- Understand that everyone can be creative
- Know the difference between change, innovation and creativity
- Learn how to use creativity tools to drive innovation
- Understand the concept of team work in creating new ideas
- Understand how to manage the innovation process
- Build a project plan for your creative ideas
- Network with other committed businesses
- Save time and effort in your business

Course Duration:

6 Weeks with 2 hours per evening.

To Book – Call John on (071) 9632024

Workshop Syllabus

Week 1:

- Introduction
- An overview Innovating, Creativity & Continuous Improvement
- Sources of Ideas
- Entrepreneurial types

Week 2:

- Idea Generation
 - Creative Thinking
 - Visualising the Future
 - Brainstorming
- Ordering Ideas
 - Structuring Ideas
 - Affinity Diagram

Week 3:

- Evaluating Ideas
 - Force Field
 - Screening

Week 4:

- Minimising Risk
 - SWOT Analysis for Ideas
 - PESTLE Analysis
 - Return on Investment

Week 5:

- Transforming an idea into a product, service or community project
 - Developing a project plan
 - Developing a marketing plan
 - Developing a communication plan
 - Using Technology to maximise project outcomes

Week 6:

- How to fund the project
- Your personnel action plan
- Summary

Course Facilitator – John Mannion (Specialist in Leadership, Innovation & Change)

John will challenge the way you and your business are performing with practical and innovative solutions to bring about transformational change.

John believes in harnessing the power of people through creativity and innovation. Through his Masters in Leadership, Innovation and Change from RKC John has worked with leaders from all over the World and believes in the power of collective creativity to solve the most complex problems.

With over 25 years' experience in companies in the Consumer, General Manufacturing, ICT, Software, Environmental, Validation and Dental Services. John has managed complex projects within multinational companies such as IBM and is involved in the day to day management of a number of small businesses.

John is a qualified Lean Business Consultant with Enterprise Ireland.