

Team 4: Skills/Growth

Problem: Companies are struggling to grow due to lack of organic innovation strategy and process which prevents them from keeping up with changes in a fast growing, fast-changing industry

Solution: Creates learning programs to teach mid-to-senior company managers a strategic innovation process approach that is cross-functional and project-based, that will result in prototypes that can be pitched to potential senior sponsors for further refinement and implementation.

Potential modules:

- Building a corporate entrepreneurial mindset
- Change management
- Customer Journey Mapping
- Design thinking
- Team project coaching
- Multi-generational management
- Innovation incentive structures
- Process Improvement

Implementation plan: (Long-term)

1. Needs analysis with client
2. Draft program design
 - Blended program design
 - Varying programs at different levels of the organizations over a period of months
 - Cross-functional action-learning projects around real-time business problems
 - Voice of the customer
 - Etc.
3. Identify metrics for success
4. Develop timeline for execution and assessment of success

Metrics: (Long-term)

1. # MVPs presented to senior sponsors
2. # of project prototypes that are fed into the implementation pipeline
3. % revenue from new products and initiatives
4. Incremental savings for process improvement initiatives
5. Customer satisfaction
6. Employee engagement survey to measure:
 - a. Mindset shift
 - b. Collaboration
 - c. Process improvement

d. Job satisfaction