



What is the iCrunch^{BETA} about?

iCrunch^{BETA} is the first in a two workshop leadership series on Innovation. It's been especially designed to give managers and other organisational leaders a comprehensive introduction to the concept of Innovation and how to foster it within their own organisations.

The training will provide structured knowledge of innovation and enhance your leadership abilities in regards to introducing an innovation agenda in your organization.

AFTER TRAINING PARTICPANTS WILL BE ABLE TO:

- Understand the vital importance of Innovation
- Assess the Innovativeness of their organization
- Select a type of Innovation suitable to their business.
- Pinpoint areas of weakness that are preventing Innovation
- Identify and nullify obstacles to innovation
- Motivate innovativeness in those under their leadership
- Create Cultures that support idea generation and creativity
- Create a culture of innovation

After this level is completed, those who desire to learn advanced organisational innovation, will be advised to take the iCrunch^{ALPHA} Workshop.

What Topics are covered?

The workshop content is split into two phases, the first one tackles basic knowledge on What Innovation is, why it is important and how it can make a difference to the average business. The second phase tackles how to provide leadership for innovation, fostering creativity, which is the first vital step to innovation, as well as fostering a culture of innovation.

WHO IS iCrunch^{BETA} FOR?

This workshop is designed with managers and executives in mind in ANY industry, profit or non-profit. Whatever department you lead, you need to be the push behind innovation.

Innovation is not just about new products and services, it is also about processes in your organization. From customer relations, to marketing, to production, ALL faucets of an organization need to INNOVATE. Whether it is to come up with a way to make saving, or cut costs, ideas are vital in every sector.

Why Bother with a workshop on Innovation?

IF YOU DO NOT INNOVATE, YOUR BUSINESS WILL DIE. PLAIN AND SIMPLE.



CEOs and executives are having to jump through more hoops to keep businesses afloat- they are redefining markets, restructuring their businesses, changing business models- but in this fast paced new world where technology pushes new concepts and ideas and possibilities they can find all their hard work, being useless in 6 months.

A small company of five can innovate and create a new product that leaves bigger and more established corporations in the dust! Everywhere you look there are new products, new technologies and new patents, on every continent... all this change is threatening your business and what can you do about it?

Learn to Innovate! A company cannot be static- because markets aren't static, consumers aren't static.

"IDEAS COME FROM PEOPLE. INNOVATION IS A CAPABILITY OF MANY. THAT CAPABILITY IS UTILIZED, WHEN PEOPLE GIVE COMMITMENT TO THE MISSION AND LIFE OF THE ENTERPRISE AND HAVE THE POWER TO DO SOMETHING WITH THEIR CAPABILITIES." Steven Brandt, a professor at Stanford University

"WHAT'S LIKELY TO KILL YOU IN THE NEW ECONOMY IS NOT SOMEBODY DOING SOMETHING BETTER, IT'S SOMEBODY DOING SOMETHING DIFFERENT." Business Week

INNOVATION IS THE ONE BUSINESS COMPETENCE NEEDED FOR THE FUTURE SUSTAINABLE GROWTH." Peter Drucker

A poll taken of fortune 500 CEOs, asked what was the single most important capability their businesses needed to have and the majority said "The ability to innovate!"... less than 25% could say their companies were innovative.

The reason behind this is that **MOST EXECUTIVES ARE NOT TAUGHT HOW TO INNOVATE**. They may desire to do so, but they aren't quite sure where to start their journey towards leading an innovative company. They need to be trained, that's where we come in.

Duration

iCrunch^{BETA} Workshops typically take two days, during the working week. We are mindful that managers and executives place a great deal of value on their time and plan our sessions to be as concise and impactful as possible within the given time-frame. Weekend Workshops are another viable option, be advised though that these will carry a different fee.

Bookings

Workshop bookings must typically be done two weeks ahead of preferred dates to allow for scheduling and to avoid availability conflicts. Booking Procedures are as follows

1. Print and fill out the booking form



