Fundamentals of Systematic Innovation

TRAINING

Duration

2 days

Instructor

Ingrid Hogervorst

Class Limit

20 students

Prerequisite

None

Price

On-site

Please contact SPC for pricing (contact information on page 2)

Public Training

$1,095 (2 days)

*Discount available for early registration

Materials Provided

- Student manual containing the course slides
- Student handouts with class exercises

Innovation is the lifeblood of most software development organizations. To compete against tighter delivery deadlines and higher customer expectations, you must innovate: Not just once, but consistently. Successful innovation, however, doesn't just happen. It must be effectively managed, measured, and executed on -- and few companies do that well.

FreeZone Innovation is a skills and facilitation technique that enhances existing innovation processes while adding exponential value to the results. Developed in 1997 by Dr. Chuck Kepner, world renowned process and decision making expert and author of *The Rational Manager: Managing Beyond the Ordinary*, FreeZone focuses on cultivating breakthrough ideas by using a proven yet simple systematic technique to overcome workplace innovation challenges and harness an organization's creativity. This process is used by a wide range of organizations globally, from large companies such as Cadbury, Schweppes to non-profit educational institutions.

FreeZone Innovation is the foundation for Fundamentals of Systematic Innovation. This two-day seminar builds skills through hands-on experience. It gives participants the opportunity to develop their own expertise through various innovation techniques and practices. They will practice the FreeZone Innovation Model and learn how to apply this outcomes- and results-driven approach to their own work environment.

Learning topics include:

- the 5-phase FreeZone Innovation Model
- the innovation techniques used in each phase of the FreeZone Innovation Model
- skills that turn ideas into practical innovations
- collaborating with stakeholders in the innovation process
- creating conditions to promote innovative insights

The benefits of utilizing the Freezone Innovation are significant. Teams improve the logic in their thinking; they learn to quickly identify, describe, analyze and resolve problem situations; they become more adept at gaining buy-in for their decisions, especially those made about uncertain future situations; and, they will be able to develop more thoughtful solutions which are supported and committed to by all impacted stakeholders.

Intended Audience

This seminar is ideally suited to project managers and other IT professionals wanting to develop more innovative ideas, solutions and decisions at work.

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Fundamentals of Systematic Innovation

Instructor

Ingrid Hogervorst is a Senior Consultant Process Improvement with global consultancy group, Thinking Dimensions. Her focus is on solution design, facilitation and capability development in the area of process improvement utilizing KEPNERandFOURIE Thinking Technologies and business improvement methodologies such as Lean, Six Sigma and SPC. Prior to joining Thinking Dimensions, Ingrid Hogervorst was a consultant for Kepner-Tregoe and internal World-Class Manufacturing Consultant for Crown Cork & Seal.

With over 10 years of Fortune 1000 experience, Ingrid has worked in the United Kingdom, Netherlands, Belgium, France, Germany, Hungary, Australia, Italy, Mexico, United States and Canada. She graduated in 1995 with a Joint Honours in Social Anthropology & Development Studies from the University of Wales, Swansea, UK.

Outline - The 5-Phase FreeZone Model

Phase 1: Set the Task

Participants reach clear consensus on the desired outcome results for the problem. The key is to be able to establish an exciting and challenging task to inspire participants' imagination and wisdom.

Phase 2: Situation Assessment

Participants gather all types of information to understand all aspects of the problem and try their best to describe the problem in a holistic way. The purpose here is to develop a common understanding of the situation upon which innovative ideas can be gained.

Techniques like Function Analysis, Link Analysis, Problems/Symptoms Analysis and Requirements Analysis will stimulate the creation of possible solutions to the problem.

Phase 3: FreeZone Thinking

Participants develop their skill of finding new links, new insights and new conclusions through elements and facts already known in order to jump-start innovation. This will help problem-solvers to expand the scope where solutions are sought.

Techniques such as idea linking, idea association, forced combination, idea comparison and information generation are utilized.

Phase 4: Viability Assessment

Participants identify the most viable option by spotting deficiencies and weaknesses in the proposition. This phase helps problem-solvers define the most promising idea and consequent innovation solutions which may be implemented companywide.

Phase 5: Streamline the Solution

Participants establish profound common understanding of the final solution for implementation by addressing defects and barriers of proposed solutions.

TRAINING

For more information on this or other SPC Springboard courses, please visit www.spcspringboard.com or e-mail SPC at info@spc.ca

Software Productivity Center Inc.
Suite 460 - 1122 Mainland Street
Vancouver, BC V6B 5L1

Vancouver: 604.662.8181
Toll Free: 1.877.548.1948

Fax: 604.689.0141

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