

# OPEN INNOVATION WORKSHOP

## 1. BACKGROUND

Most business leaders are aware of Open Innovation. It promises to boost your innovation capacity by harnessing the talents of people outside your organisation. Companies such as Proctor and Gamble, Nokia and BMW have committed themselves to using Open Innovation as the engine for their growth. It is an exciting prospect but how can you turn it into reality? What are the practical opportunities and risks?

This is a workshop for companies wishing to improve how they partner with other companies in order to initiate high-value innovation from outside their own boundaries. The workshop is engaging, interactive and informative. It will be tailored to your individual challenges and desired outcomes, focused on actions and output.

## 2. OBJECTIVES

- a. To introduce and explain best practice in Open Innovation
- b. To examine your current level of competency and readiness for partnering.
- c. To develop an action plan to bring OI to your organization.

## 3. MEASURES OF SUCCESS and VALUE TO THE ORGANISATION

- a. A qualitative report will enable you to understand where you are, and decide where you want to be on the OI spectrum.
- b. The workshop will help you to appreciate the tools, techniques and habits used by companies who have been successful with OI.
- c. Experiential learning through role-play will bring the real issues to life – how to deal with other companies, how to be an attractive partner, how to overcome barriers and how to implement Open Innovation.
- d. A key measure of success is the list of actions you take after the workshop.
- e. The ultimate value to the organization is a more effective approach to OI, with the launch of more competitive and profitable new products and services.

## 4. WHO SHOULD ATTEND?

The workshop is tailored for corporate clients who want to significantly improve their Open Innovation capability. Participants should ideally be a multi-functional mix with senior executives from departments such as R&D, marketing, supply, business development or legal. They should complete the Open Innovation Check-up before the workshop. The workshop is interactive and participative. It reviews best practice among leaders in OI and makes the lessons relevant and actionable for your business.

## 5. TIMING

- 9.15 Introduction & Overview of Open Innovation
- 10.00 Check-up results presentation and open discussion
- 10.45 Coffee
- 11.00 Open discussion – what do we want from OI?
- 11.30 Case study briefing
- 11.45 Role play on case study
- 12.30 Lunch
- 1.30 Open discussion on case study
  - what did we learn?
  - what are we doing right?
  - what are we doing wrong?
- 2.00 Real case study presentation
- 2.30 Brainstorm – what does an ideal partner look like; then how do we become the partner of choice?
- 3.00 Presentation on best practice companies' approach to partnering
- 3.15 Coffee
- 3.30 Brainstorm – what are going to do about it?
- 4.00 Metrics – how will we measure success?
- 4.30 Summary and next steps
- 4.45 Workshop close

## 6. EXPERT FACILITATORS: KEVIN MCFARTHING AND PAUL SLOANE

The course is facilitated by Kevin McFarthing or Paul Sloane or both depending on numbers. Kevin is an innovation specialist with over 25 years of senior executive experience. He was Global Director of Strategic Alliances at Reckitt Benckiser as well as Global Director of R&D for Health & Personal Care. He has led major innovation programmes and large teams of people. He now works with companies to improve the effectiveness of their innovation programmes, with particular emphasis on Open Innovation, Alliance Strategy and Product Development.



Paul Sloane is a leading author, speaker and facilitator on innovation and lateral thinking. He was a marketing manager with IBM, MD of Ashton-Tate, VP International for MathSoft and CEO of Monactive. He is the author of *The Leader's Guide to Lateral Thinking Skills* and *The Innovative Leader* (both published by Kogan Page). He often gives keynote speeches at leadership conferences and he has run innovation workshops for major corporates all around the world. His clients include Microsoft, Nokia, Shell and Glaxo Smith Kline.