



creaffective

CO-CREATING THE FUTURE

In-depth Training as Innovation Coach 2021



Overview

Innovation is the ability of an organization to create something new that is useful and to successfully introduce this new solution into the "market". It doesn't matter whether this new solution is a product, a service, a business models or a process. Companies must engage in innovation to be ready for the future.

The journey of innovation always contains elements of uncertainty that cannot be planned or controlled. However, there are meaningful ways of aligning and creating an organization's framework and practices to make innovation possible and likely. **This is the purpose and goal of an innovation coach.**

With this in-depth training you will acquire the knowledge, skills and competences to accompany, inspire and support your organization as an innovation coach in a holistic, sound and skillful way towards more innovation. creffective has been supporting companies in strengthening their innovative strength for 13 years. We are active worldwide working practically with our customers. There we experience what really works.

In this intensive international training, you will experience practical applications based on real challenges from companies in different industries and countries. In the process, you will have the opportunity to exchange experiences and good as well as next practices with other participants from different organizations. Previous participants confirm: The insight into other industries provides valuable input from other perspectives, also for your own situation.

Outline

Our Innovation Coach training has been specially developed as a virtual learning journey that can be delivered with international participants worldwide.

Our training takes place in 12 virtual blocks spread over 4 months. In 2021, we are also venturing a special experiment: we are conducting our training worldwide to accommodate participants from different time zones. Training language will be English and can be supported using English and Mandarin.



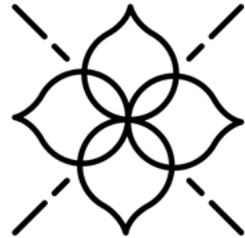
Time zone: Taipei/Singapore/Beijing
Every day from 3 – 6:30 PM

Block 1 – 3:	23. – 25. June 2021
Block 4 – 6:	13. – 15. July 2021
Block 7 – 9:	14. – 16. September 2021
Block 10 – 12:	26. – 28. October 2021

What makes this training special



We teach the toolbox in an application-oriented way and therefore work with topics from your organization throughout the training. These are brought in by the participants themselves. With the help of our methods and the interdisciplinary exchange with participants from other organizations, you will take away solutions for your personal work, which you can drive forward and implement after the training.



The training really looks at innovation comprehensively from all the important starting points: Person, process, culture and structure.



We also work with case studies of our clients and other organizations we have visited and interviewed for our publications and books.



We use the best of different methods and approaches. We are not dogmatic and focused on one particular approach. We select the best elements from different schools of thought and methods to create something that really works in practice



Benefits and target groups

Benefits

Our Innovation Coach training module has been developed from practical experience. The approaches are underpinned by theory in order to increase conceptual understanding - but also to increase the subsequent acceptance of the tools in the company. In all content, however, the focus is always on practical relevance and possible adaptation to the concrete requirements of the respective company.

Target Groups

There are several target groups that can benefit from this training: Members and roles responsible for innovation management or from the areas of product management or business development (who not only want to manage innovation, but actively promote and support it) are provided with very concrete practices through the training.

Likewise, members of management and other leadership functions who want to systematically promote innovation in their organization.



Elements of the training

We teach and experience our contents in an application-oriented manner and therefore work throughout the training with topics that the participants themselves bring in. With the help of our methods and the interdisciplinary exchange with participants from other organizations, you will take away solutions for your personal work, which you can implement after each training block.

We rely on a combination of:

- a practical application during the training blocks
- a practical application on the job between the blocks
- individual coaching of each participant of up to 3 hours
- use of a digital collaboration platform for exchange, networking and inspiration between the blocks
- Video recordings of the inputs for later viewing
- Additional reading and video material

Contents

In this module, we draw on our practical experience from consulting and supporting various companies and working at creaffective. At the same time, we work with insights from current research on creativity, innovation and innovation management.

The role of the innovation coach

Five key thinking habits of innovators

Action areas of innovation culture

Alumni and expert talks: Several alumni from different industries offer insights

Deep Dive Innovation: Types and Levels of Innovation

Process models of innovation such as Design Thinking, Systematic Creative Thinking, Proposal Forming and Lean Startup

Next practices of innovation management in a VUCA world

Different approaches for different types of innovation

Effectuation: Innovating under uncertainty

Collegial consultation: Short intensive individual case clinics of current questions of the participants

Four spaces model of future-fit organizations

Thinking tools, techniques and methods of innovation

Self-organized innovation experiments

Innovation strategy: deriving search fields for innovation

Role description innovation coach

Purpose

To support the organization as a whole and individual teams to continuously bring forth innovation. This is done by influencing enabling conditions and establishing appropriate practices so that the likelihood of innovation is increased.

Responsibilities (with different focus depending on the company)

Strategic

- Create an understanding of the factors influencing a successful innovation culture in the organization and promote a culture conducive to innovation in collaboration with relevant stakeholders.
- Design and change innovation processes so that the best ideas can be quickly identified and developed.
- Support the company in developing an innovation strategy and deriving search fields for innovation.
- Establish appropriate approaches for different types of innovation.
- Actively engage top management and relevant executives and create understanding of how innovation works.
- Identify needs for action on how the organization can better support innovation structurally.

Operational

- Make the language and concepts of innovation understandable.
- Coach and support teams to develop attitudes and practices that foster innovation.
- Coach teams methodologically and process-wise and be available to provide inspiration.
- Develop and train multipliers.
- Promote and methodically support experiments in the organization.

Erfahrungsberichte



"Innovation and innovation management are rapidly gaining in importance for the banking sector, especially due to the growing disruptive threat from fintechs and "GAFA". Through the practical training to become an innovation manager and coach, I have taken away many directly applicable and practical approaches. Within the framework of the training in a small group, the individual challenges of the participants are dealt with very intensively and initial solution approaches are already developed together."

Hans-Jörg Flöck, Managing Director
Servicegesellschaft der PSD Banken



"I think such training is not only useful for every manager who develops products and solutions with his team, but - in retrospect - even absolutely necessary! So much potential can be leveraged if innovation is systematically pursued and lived. It doesn't matter whether you later want to facilitate workshops yourself or rather promote innovation culture in top management. The training provides deep insights into both areas."

Florian Weihard, CTO of ruhlamat China



"After each day of training at creaffective, I am a lot richer. New knowledge, professionally prepared and taught in a practical way, plus a good portion of individual consulting: All this is what you take away with you every single day at creaffective."

Gabriele Klaholz, MDK Bayern

Pricing

Total cost of training including all materials:

- **3000 Euros (or equivalent in your currency) for organizations.**
- **2500 Euros (or equivalent in your currency) for non-profit organizations and freelancers.**

VAT may be added on, depending on the participant's location.

Cancellation conditions

In order to guarantee a place after registration, the fee must have been transferred to the creaffective account one month before the start of the training.

> 30 days before start:	free of charge
30-22 days before start:	25% of the training fee
21-15 days before start:	50% of the training fee
14-7 days before start:	75% of the training fee
< 7 days before start:	100% of the training fee

Registration for the Innovation Coach 2021 training

I hereby register

Mr. / Mrs. _____

for the training as innovation coach at creffective.

Please send the invoice to (please insert data):

Date: _____ Signature / stamp: _____

Function: _____

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Please send the signed registration form by scan
or any electronic version to:
rustler@creffective.de

After receipt of the registration, you will receive an
invoice from us to the address you have indicated



Who we are

We are a self-organized consulting company with seven employees. We work mostly with customers in Europe and Asia.

We work for our customers as consultants, coaches, facilitators, trainers and keynote speakers. In our projects we accompany organizations of different industries and sizes co-creatively and individually on the way to more innovation, agility and self-organization.

Our team also serves us and our customers as a laboratory for new work. We work and experiment with models and tools of agile work and self-organization. The experience we gain influences our work with customers. We also regularly publish our findings through books and articles.



What we offer



Innovation

We accompany you on the way to a **culture of creativity and innovation**, so that you can continuously develop and implement new ideas and solutions.

Agility

Together we create **meaningful structures for working in an agile way**, so that your organization can adapt to a dynamic market environment.

Self-Organization

As coaches and consultants, we show possibilities to live **more self-organization, participation and entrepreneurial thinking** in the organization.

How to reach us

For general information about us and our services, check our websites:

www.creaffective.de for Europe or www.creaffective.com for Asia

You want to know how we can support you with the establishment of your innovation management? Or how to get our innovation team to the next level? Have a look at our detailed portfolio here.

You are planning the agile transformation of your company? Or you already are in the thick of it? And you want to make sure you'll make it stick? We are here to help. Check our respective portfolio here.

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