



WS16A

Introduction to Innovation

Acquire a general appreciation of innovation – the personal barriers, resources, tools and latest trends. This course will inspire learners from all walks of life to question the obvious, embrace ambiguity, explore wild ideas and reimagine the future.

Duration: 1 day

Max. Class Size: 20

Format: In-person or Virtual

Cost*:

- Between 1 to 3 pax = \$1,400/pax
- Between 4 to 20 pax = \$5,000/class

Course Outline

- Innovation vs Creativity vs Invention
- Purpose for innovation
- Why we don't innovate, and what we can do about it
- Categorising innovation and real life examples
- Key insights to innovation
- Quick overview and appreciation of Design Thinking
- 6Ps to a successful innovation culture
- Call to action – How *you* can make the difference!

** Cost excludes venue rental, refreshments, stationery and logistics*