



# The 2-Day Workshop by Strate

## **innovation keys**

**Building your Culture of Innovation**

**Making sense of the performance of Innovation**

**Learning by Experimenting**

### **WHAT FOR ? WHAT'S IN ?**

Decision makers must absolutely master and **lead the innovation process**. That is the whole purpose of this 2-day Innovation by Design workshop.

Coached by a Strate senior designer, this 2-day executive session will lead you **from** the philosophical roots of innovation and creativity **to** the **practice** of our genuine Design methodology on a **real-case** problem statement.

### **ONE OF THE TOP DESIGN SCHOOLS IN THE WORLD**

Born in 1993, endorsed by the French State, Strate is one the top 50 Global Schools of Design and acknowledged as an institution with the highest employability track record. For more than 25 years, Strate has been at the forefront of the Design Education in Europe by laying the foundations of a New Design Mix: a unique combination of technical skills, critical thinking, creativity, humanities and management, with an uncompromising focus on solutions for their fellowmen.

### **They go beyond with us**

Softbank Robotics • L'Oréal • Michelin • LVMH • Nestle • Accenture • BMW • many more.

# AGENDA

## DAY 1:

### Module 1: Understanding Innovation

#### Innovation & Creativity

Innovating through unframing & change of points of view.  
Experimenting from a specific-and perky-drill!  
Testing our capacity to modify the way we look at a situation.

#### Innovation & Philosophy

Historical, social and technical perspectives.  
Schools of thought' influences on our way of life's evolutions.  
Distinction between invention and innovation.

#### Innovation & Methodologies

Comparison between the methods used to innovate and applied to change management: CK, Lean Startup, Blue Ocean, Design Thinking, Innovation Management.

#### Innovation & Design

The design approach as a powerful lever for innovation: stages, corresponding methodology. Necessary conditions for implementation. Identify a problem.  
Observing and analysing a situation.  
From problem statement to usage scenarios.

### Module 2: Being pertinent on Innovation

#### Design Thinking

In-depth throwback to design thinking notion: scope, limits and principles.  
The relationship to the designer and his/her approach.

#### Analysis of success

Allowing participants to analyse and comment on recognized and acclaimed innovations.

You will put into practice the different steps of a reflective process by design thinking, as to assess the innovation performance and above all to get back to the innovation source. Each working group will finally present its reflection and will substantiate on the innovation value.

## DAY 2:

### Module 3: Living Innovation

#### Experiencing Innovation

Out of a current case, working groups will grasp to the issues that need to be addressed through Design. Case topic is universal, in order to shift participants from their comfort zone and to invite them to build their reasoning around the innovation notion. At the end of the module, each working group will present the result of their process. They will articulate reflection, argumentation and proposition of developments using usage scenarios. The whole work will have to be expressed as a consultant pitch!

### Module 4: Practicing Innovation

#### Innovate on one of your organisation/customer issues

From selected ongoing or future issues, each group will immerse into an innovation-focussed practice. The core business challenges will be tackled by the innovation-triggering design methodology (assessments, identify obstacles and opportunities,..) and systemic issues at stake are to be grasped. At the end of the session, each group presents its recommendations and advice on how to drive the proposed innovation. The result will be the basis of an operational and deployable solution.

## LOCATIONS

The training will take place at Strate School of Design, Singapore campus in the iconic National Design Centre. Or any unexpected place that our Designers will deem fit!

# strate

SCHOOL OF DESIGN

**For admission or more details, please visit:**

**Strate School of Design Singapore**

National Design Centre  
111 Middle Rd #02-04,  
Singapore 188969

CPE registration no: 201809077E

Period of registration: 25/6/2018- 24/6/2022

## Workshop Fees and Calendar

S\$1,700 exclusive of 7% GST per participant.  
Subsidies are possible for company staff, or individual SG citizen or PR. **Please contact us for more details.**

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## Dean & Director

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