

2015
Innovation Master Class
Focusing on Innovation, Anywhere



Course runs over 2 half days: Mon 23rd Feb & Mon 9th Mar 2015
8:15AM arrival, 8:30AM start → 12:00PM finish each day
Kingaroy Town Hall, South Burnett, QLD

Discover practical innovation techniques through exercises

Connect with local entrepreneurs and innovators

Stand on the shoulders of giants: real world examples of innovation in action

Draft & Craft strategies that help you achieve your goals based on a *six-step process* to innovation

Limited capacity, book your place today at:
<http://innovation-southburnett.eventbrite.com.au>

WHO SHOULD ATTEND

Owners & managers of small to mid-sized businesses, budding entrepreneurs, and managers from not for profits seeking to adopt a more commercial approach – all looking for practical ideas and new tools to grow businesses.

COST

\$145.00 for 2 half days (incl. GST)
\$9.69 Booking Fee via Eventbrite

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Innovation Master Class 2015

Innovation is the implementation of a new or significantly improved product (good or service), process, new marketing method or a new organisational method in business practices, workplace organisation or external relations.¹

Innovation is about generating, developing and implementing valuable new ideas. Research evidence shows that innovative businesses are more likely to grow and increase profitability than businesses that do not innovate.

Innovation is a key factor in determining an organisation's success and resilience to shocks in the local and global economy. Innovation drives performance.

Innovative businesses across a range of sectors and business sizes in Australia report that they are **46% more likely to report increased profitability**, twice as likely to export, and three times more likely to increase their goods and services offered to customers.²

Causeway's Innovation Master Class provides you with an opportunity to take some time out to think about the bigger picture, learn about a practical Six-step Approach to innovation and learn from real-world examples of how innovation can give you the competitive advantage for the future.

Part 1: Mon, 23rd Feb 2015

Introductions, Significance of Innovation

Think Strategy

We start out with step one, thinking strategy with some simple tools to map out and help achieve your personal and business objectives.

Generating Ideas

Take a look at where ideas come from, how to develop your own, some trends in innovation, and how the digital age is changing the way we think.

Short break

Stretch your legs!

Evaluating & Shortlisting Ideas

Focusing on how to spot ideas with potential, along with some more practical tools from the toolbox.

Notes

¹ OECD 2005

² Australian Government, 2014, *The Australian Innovation System Report*, www.industry.gov.au

Agenda running order and timings are indicative only.

Information provided by Causeway Innovation in the Master Class series should be taken as general advice only. Please seek accredited and registered professionals for issues relating to specific fields such as finance and law.

Part 2: Mon, 9th Mar 2015

Brief Recap

Polishing & Pitching

Developing a raw idea to pitch to your self, managers, boards and other stakeholders.

Test your Idea

From ideas to action - some methods for piloting digitally or test markets, with examples from around the world.

Short break

Short break before the final session

Implement your Idea

Generating the idea is the easy part, making it happen is more difficult, this session focuses on implementing your idea including adoption issues. We then wrap up the course with a summary and present course completion certificates.

Questions? Contact Colin Graham, Causeway Innovation
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