

Innovation ImpactTM

Training & Certification Program

June 21-23, 2016
Cambridge, MA, USA

thepalladiumgroup.com

About the Program

The Innovation Impact™ Program is an all-new, three-day executive education course that will train participants in practical methods of innovation management and execution, using Palladium's Innovation Impact™ Framework. Participants will learn to capture more value from innovation by applying proven management principles to better design, implement and measure innovation initiatives.

For those familiar with Palladium's premier strategy execution process, you'll recognize a specifically modified & streamlined execution framework designed specifically for innovation.

What will you learn?

- An integrated end-to-end process for designing, aligning, launching, scaling, measuring, monitoring and adapting innovation.
- Five specific innovation activation channels and the strengths and weaknesses of each, including how to implement and customize them at your organization.
- The Innovation Value Score®, a new proprietary measurement framework that will enable you to evaluate your innovation performance and benchmark against the strategic archetype of your business.
- Best practices for innovation governance, informed by leading market research, so you can optimize the roles and responsibilities of innovation leaders in your organization.

Who should attend?

- Business Unit Leaders, Chief Strategy Officers, Chief Financial Officers, Chief Innovation Officers, Innovation Directors.
- Anyone who is responsible for leading, driving and/ or supporting innovation in their organizations.
- Come as an individual, or bring your entire team to experience this Innovation Impact™ Program and work together on exercises, business cases and your organization's specific customization requirements.



About the Program

Why attend Palladium's Innovation Impact™ Program?

- You will get first hand exposure to Patrick Stroh's thought leadership from his new book "Advancing Innovation," published by the Institute of Management Accountants.
- You will learn how to execute practical innovation programs, leveraging the proven management principles of Drs. Kaplan and Norton, adapted to the changing business environment of the 21st century as well as to the needs of innovation practitioners.
- You will discover how to measure innovation, a critical aspect of successful execution that heretofore has not been addressed, utilizing our proprietary Innovation Value Score® framework.
- You will gain a professional innovation certification from a top-tier business school caliber program without the high cost and time requirements.
- You will get back into the field creating innovation value faster because of our blended course approach allowing you to work at your own pace initially, then focusing the in-session work on group exercises, practitioner insights and Q&A.

What will you walk away with?

- Leaders will get practical how-to knowledge of how to measure and drive innovation value at their organizations.
- A total of 24 CPE credits from prerequisite work and in person Innovation Impact™ Program.
- There will be an optional certification exam to earn the Innovation Impact Certified™ credential. This credential will include a diploma and digital badge, distinguishing you as an innovation leader.

When/Where: May – June 2016



Boston



Dubai



London



Silicon Valley

Each location will feature an exclusive evening event at a local venue including cocktail receptions at the **MIT Museum in Cambridge, MA** and the **Tech Museum of Innovation in San Jose, CA!**

Agenda

ARCHITECT

Day One: June 21, 2016

7:00 – 8:30am	<i>Registration & Breakfast</i>
8:30 – 9:00am	Opening Remarks, Program Introduction and Introduction to Business Case

MODULE 1 – STRATEGIC CONTEXT

9:00 – 10:00am	Innovation Ambition <ul style="list-style-type: none">• What role will innovation play in helping you achieve your organization's strategy?• What is changing in my world? What is the objective for innovating?• What impact do we want to make?
10:00 – 10:15am	<i>Networking Break</i>
10:15 – 11:15am	EXERCISE: Innovation Definition <ul style="list-style-type: none">• What is "Important Innovation"?• What "Acid Test" can you apply to determine it?• What is the distinction between Incremental, Distinctive and Break-through innovation?
11:15am – 12:30pm	EXERCISE: Archetypes & Value Proposition <ul style="list-style-type: none">• Identify existing value proposition relevance to ambition.
12:30 – 1:30pm	<i>Networking Luncheon</i>

MODULE 2 – INNOVATION FOCUSED ORGANIZATION (IFO)

1:30 – 2:30pm	Governance Model <ul style="list-style-type: none">• What type of governance model do the world's most innovative organizations utilize?• How does your organization compare against it?• What can you do about it?
2:30 – 3:30pm	RACI Model <ul style="list-style-type: none">• What is the ideal type of RACI model for an innovation focused organization?• What does it look like in your organization?
3:30 – 3:45pm	<i>Networking Break</i>
3:45 – 4:45pm	EXERCISE: Alignment & Interdependencies <ul style="list-style-type: none">• Why is alignment important in innovation? How do you gain alignment in your organization?
4:45 – 5:00pm	Day One Close
5:00 – 6:30pm	<i>Networking Reception</i>

Agenda

EXECUTE

Day Two: June 22, 2016

8:00 – 8:30am	<i>Breakfast</i>
8:30 – 9:00am	Day Two Opening Discussion

MODULE 3 – PROCESS & CHANNELS

9:00 – 10:30am	Insight Driven Innovation Processes <ul style="list-style-type: none">• What processes do you need to have in place to successfully innovate time and time again?• Where should you apply your “innovation bandwidth?”• It’s not all just about product innovation.
10:30 – 10:45am	<i>Networking Break</i>
10:45am – 12:15pm	Activate Innovation Channels <ul style="list-style-type: none">• What innovation channels should my organization have? How do I active them?
12:15 – 1:15pm	<i>Networking Luncheon</i>

MODULE 4 – ENABLEMENT PLATFORMS

1:15 – 1:45pm	Technology <ul style="list-style-type: none">• What technologies do I need to have in place in order to drive sustainable innovation?• How should it be leveraged most effectively to innovate?• What is the difference between Technology Insight and using technology to innovate?
1:45 – 2:15pm	Incentive Programs <ul style="list-style-type: none">• What types of incentive plans or individual rewards systems will drive innovative behavior?
2:15 – 2:45pm	Communications <ul style="list-style-type: none">• How do I communicate in a way that will create an innovation-driven culture?
2:45 – 3:00pm	<i>Networking Break</i>
3:00 – 3:45pm	Learning & Training <ul style="list-style-type: none">• What sort of training opportunities do I provide my team so that they will innovate more?• How can we learn about ourselves and the organization in a way that will help us innovate?
3:45 – 4:30pm	Innovation Strategy Map <ul style="list-style-type: none">• Is there a tool that can help us pull all of this together and visualize it?• How might we create it?
4:30 – 5:00pm	Day Two Close
6:00 – 8:00pm	<i>Special Evening Social Event: The MIT Museum</i>

Agenda

OPTIMIZE

Day Three: June 23, 2016

8:00 – 8:30am	<i>Breakfast</i>
8:30 – 9:00am	Day Three Opening Discussion

MODULE 5 – MEASURE & MANAGE

9:00 – 10:15am	Internal Reporting & Analytics <ul style="list-style-type: none">• How do we measure the level and impact of innovation within our organization?
10:15 – 10:30am	<i>Networking Break</i>
10:30am – 12:15pm	Competitive Benchmarking Against Innovation Value Score® (IVS) <ul style="list-style-type: none">• How does my organization compare against other innovation-focused organizations?
12:15 – 1:15pm	<i>Networking Luncheon</i>
1:15 – 2:15pm	Portfolio Management <ul style="list-style-type: none">• How do I select and manage a portfolio of the “right” innovation initiatives?• How do I know what will be an “Incremental Innovation,” a “Distinctive Innovation,” or a “Breakthrough Innovation?”• Do I need Lead or Lag indicators?• What should be the process output of our inputs?

MODULE 6 – STRATEGIC ADAPTATION

2:15 – 3:15pm	Archetype Review <ul style="list-style-type: none">• What are the key archetypes and do they fit with our now updated understanding of our innovation abilities?• Should we reassess our archetype or our approach to innovation?
3:15 – 3:30pm	<i>Networking Break</i>
3:30 – 4:30pm	EXERCISE: Impact Initiatives & Targets <ul style="list-style-type: none">• What sort of training opportunities do I provide my team so that they will innovate more?• How can we learn about ourselves and the organization in a way that will help us innovate?
4:30 – 5:00pm	Program Close & Exam Details

Producers

Produced by



Palladium believes in the impact economy, an ecosystem of commercial, government and social interests that fundamentally re-define sustainable value. With our world-class intellectual property, purposeful innovation and proven, time-tested know-how, clients in more than 90 countries have dramatically improved stakeholder engagement to create enduring positive outcomes, both financial and social.

Our clients' success in the impact economy is supported by one or more of the following four pillars:

- **International Development** with an emphasis on increasing the performance and outcomes in health, economic development, education, governance and the environment;
- **Strategy Execution Consulting** to enable order-of-magnitude improvements in both private and public sectors through a framework that translates strategy into action;
- **Research, Professional Development and Training** to encourage boundary-breaking thought leadership buttressed by a powerful knowledge transfer engine that equips clients and partners with necessary skills; and
- **Impact Investing** to re-imagine innovative ways to finance impact economy initiatives for optimum financial and social results.

With our collective expertise and abiding commitment to exceeding clients' objectives, Palladium transforms lives, businesses, governments and societies around the world.

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In association with



Innovation Value Score® (IVS) is the innovation measurement and management platform depicted in Advancing Innovation; Galvanizing, Enabling and Measuring Innovation Value! IVS supports your organization via a methodology in a Salesforce environment including calculations, scoring, actionable reporting, APQC (American Productivity and Quality Center), competitive and other benchmarks and accomplishes two strategic deliverables: 1) Provides reporting for internal discussion and driving innovation actions, 2) Comparability of your IVS results against other organizations by various dimensions. "No Measures, No Dialog."

Register with us

Three easy ways to register

Visit thepalladiumgroup.com

Email events@thepalladiumgroup.com

Call +1.800.554.2111 or +1.781.761.4400

Program Pricing

Register by May 6, 2016 (save \$1,000) **\$6,400**

Register after **May 6, 2016** **\$7,400**



Le Méridien Cambridge-MIT
20 Sidney Street, Cambridge, MA, USA

Hotel Reservations: +1.617.577.0200 or thepalladiumgroup.com

Call +1.617.577.0200 by May 30, 2016 and mention Palladium to receive a discounted rate of \$329 plus applicable taxes (based on availability). Hotel reservations, cancellations, and charges are your responsibility.

Team Discounts and GSA Rates Available: Call +1.800.554.2111 or +1.781.761.4400 for details.

Delegate Program Notes:

- Leaders will receive prerequisite materials shortly after registering for the course.
- Minimum of 7 days prior to program – Leaders must complete prerequisite work and pass a knowledge check to prior to attending the program.
- The program includes a blend of content discussion, in group work, panels and interactive polling.
- Become Certified - Delegates interested in professional credentials may take an online exam, testing their knowledge gained throughout this program. A passing score will entitle the participants to the designation of Innovation Impact Certified™, for which they will receive a diploma and digital badge to be used in their email signatures, LinkedIn profiles, and more.



All delegates receive a complimentary copy of *Advancing Innovation*

Cancellation Policy – Payment is due at the time of registration. Cancellations and transfers must be in writing, subject to a 10% service fee if received two weeks before the start date. After that date, cancellations are non-refundable and transfers are not allowed. You may make substitutions at any time; please notify us in writing as soon as possible.