

# Collaborative Innovation



# About us

CIM (The Chartered Institute of Marketing) is the leading international professional marketing body.

Our aim is to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organization.

# About the venue

Moor Hall combines a charming 19<sup>th</sup> century manor house with a well-equipped modern conference centre right in the heart of Cookham village.



# About your course

Innovation has become a much-talked about buzzword, but few know how it really works or how to get started. In this course, you will dive in to innovation using a real-world challenge, generate ideas in collaboration with others and build prototypes that lead to business solutions. This is a “hands on” course that offers a balance of innovation principles, interactive sessions and transferable industry examples.

# Why attend

- You will leave the course with the confidence that innovation is something within your reach. You will be able to apply a simple, yet robust roadmap (e.g. BelieveBash-Build) that will help you kickstart innovation within your organisation. Not only will you be able to demonstrate how innovation drives growth but know how you can be the catalyst towards building a culture of innovation. You will also be eligible for receiving a CIM Innovation Award if you should choose to pursue it.

# What you'll learn

- Understand how innovation works and overcome common pitfalls
- Use a roadmap for innovation that will help you drive change
- Define the innovation problem that you will be solving for
- Develop and implement a new innovation project
- Capture, develop and combine ideas that will fuel your innovation project
- Understand your individual innovation style and the impact it has on team building
- Be quick to prototype potential solutions and develop an innovation pipeline
- How to embed change and develop a culture of innovation that sticks.

# Your programme

Travel	Day 1	Day 2	Day 3	Day 4	Travel
<b>June 2017 – theme – Collaborative Innovation</b>	Introduction to CIM, tour, welcome by CEO or Director How (current theme) impacts CIM	Defining the innovation problem and setting up the project – <ul style="list-style-type: none"> <li>Define the innovation problem that you will be solving</li> </ul>	Visit to 3M Innovation Centre  Visit to Windsor Castle.	Prototyping solutions – <ul style="list-style-type: none"> <li>Be quick to prototype potential solutions and develop an innovation pipeline</li> </ul>	
	A roadmap for innovation – <ul style="list-style-type: none"> <li>Understand how innovation works and overcome common pitfalls</li> <li>Carry out an innovation audit</li> <li>Use a roadmap for innovation that will help you drive change</li> </ul>	Capturing, developing and combining ideas – <ul style="list-style-type: none"> <li>Capture, develop and combine ideas that will fuel your innovation project.</li> <li>Understand your individual innovation style and the impact it has on team building</li> </ul>		Embedding change and developing a culture of innovation – <ul style="list-style-type: none"> <li>How to embed change and develop a culture of innovation that sticks.</li> </ul>	

# Your excursion day

Explore the world of 3M innovation in one place: people, expertise and technologies developing new opportunities to drive your business forward



**3M Customer Innovation Centre**



You'll get to visit The Queen's Weekend Home! Windsor Castle is the oldest and largest inhabited castle in the world.