

A rocket launch at night, with a blue overlay and yellow text. The rocket is ascending, leaving a trail of white smoke and fire. The background is dark, and the foreground is a dark blue gradient.

INNOVATION TRAINING “À LA CARTE”

Innovation Training “à la carte”

Enable Different Experience Levels At Once

What you can expect

- receive a **customized** training to accommodate different level of training needs, from general interest on innovation to future innovation experts
- get an **introduction** to processes and principles in the area of business model validation, **practice** the related toolbox, and apply our **feedback** to become an effective corporate explorer or an innovation team acceleration coach
- learn how to **support** your corporate colleagues increasing their entrepreneurial capabilities



Duration: 10 days



Type: Training



Target Participants: newbies, innovation team members, and future innovation coaches



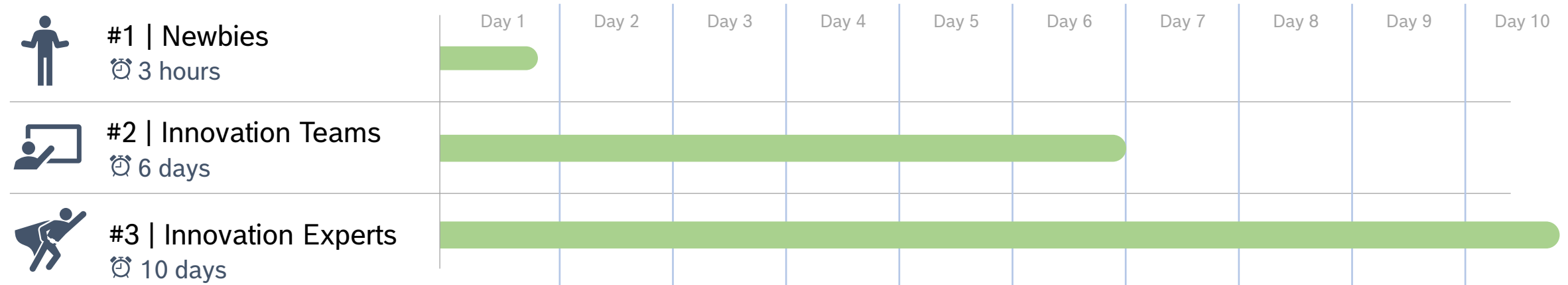
Format: on-site or virtual



Required Level of experience: basic and advanced (depending on the training)

Innovation Training “à la carte”

Innovation Training Customized to Your Needs



The training customized to fit different target groups.
The attendance time differs according to needs.

Find more details on the training content & set-up on the following slides

Innovation Training “à la carte”

Laying the Theoretical Foundation

Day 0 – Pre-Work (only for participants that will attend #2 or #3 of the training)

Considerations before joining the training:

- Participants will be required to “get-out-of-the building” and do interviews
- Participants will get theoretical inputs, but the main learnings will emerge from practical exercises and coaching challenges
- Participants that just need a basic knowledge, can exit the training after sprint 1



Materials to be sent to participants 2-3 weeks before training starts

- Book: Talking to Humans
- Presentation of the Movie-Theatre case study
- Team formation
- Working templates:
 - Strategy definition
 - Strategic field definition

Participants tasks before training

- Getting familiar with the reading material
- Get to know their team
- Work on the first templates of Strategy Definition and strategic fields
- Book time during the training session to “get-out-of-the building” and do customer interviews.
- Tipp: since participants do not have a business idea yet, plan going to a movie theatre area to find interview partners

Day 1

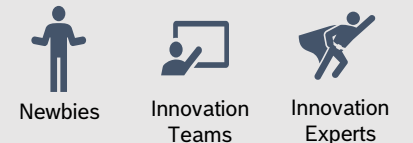
Goal

- General presentation of the business model innovation basics

Input Session




- Introduction to Business Model Innovation
- Introduction to the Bosch Innovation Framework
- Introduction to the Movie Theatre Case
- Strategic Framing

Who should attend



Innovation Training “à la carte”

Test the Strategy and Idea in the Market

Day 2	Day 3	Day 4	Day 5	Day 6
Team Presentations <ul style="list-style-type: none">Feedback	Team Presentations <ul style="list-style-type: none">Feedback	Team Presentations <ul style="list-style-type: none">Feedback	Team Presentations <ul style="list-style-type: none">Feedback	Team Presentations <ul style="list-style-type: none">Interview Role Play with Coaches
Input Session <ul style="list-style-type: none">Must-Haves vs. Nice-to-HavesSevere and Repeatable ProblemProblem Definition	Input Session <ul style="list-style-type: none">Concept IdeationIntroduction to Ideation	Input Session <ul style="list-style-type: none">Concept PreparationIntroduction to Customer DiscoveryIntroduction to the BMCIntroduction BM Pattern Cards	Input Session <ul style="list-style-type: none">Introduction to Hypothesis TestingIntroduction Customer Interviews	Input Session <ul style="list-style-type: none">Introduction to VPC
Working Session <ul style="list-style-type: none">Customer Problems IdentifiedPrioritize Search Fields and Problems	Working Session <ul style="list-style-type: none">IdeationDraft first Business Model Sketch	Working Session <ul style="list-style-type: none">Draft Business Model CanvasSet Up 3 Customer Interviews	Working Session <ul style="list-style-type: none">Draft Interview GuidelineSchedule Interviews for Next Session	Working Session <ul style="list-style-type: none">First Draft VPCUpdate Interview Guideline*Set up of 3 Additional Interviews*
Who should attend   Innovation Teams Innovation Experts	Who should attend   Innovation Teams Innovation Experts	Who should attend   Innovation Teams Innovation Experts	Who should attend   Innovation Teams Innovation Experts	Who should attend   Innovation Teams Innovation Experts

*for participants continuing the training

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Innovation Training “à la carte”

Assess the Maturity and Attractiveness



*optional attendance

A vertical image on the left side of the page showing a space shuttle launching with a large plume of white smoke and fire against a dark blue sky.

**Get in
touch
with us**



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