

IN-PERSON OR VIRTUAL TRAINING

Strategic Innovation & Design Thinking Toolkit

A comprehensive leadership program designed for participants to gain a deep understanding of "blue ocean" concepts & to effectively use the Strategic Innovation Toolkit & to explore its application in strategic planning, implementation & review processes.



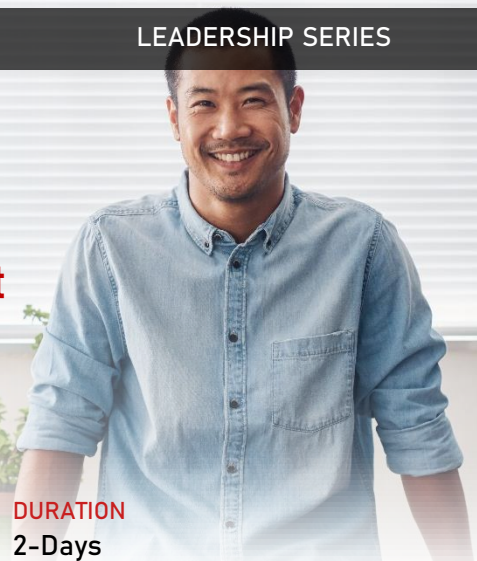
SUITABLE FOR

Business Managers, Department Heads & C-Level Executives & Directors



DURATION

2-Days



Key Learning Outcomes

- Gain a common understanding of "blue ocean" concepts for fostering innovative thinking & decision-making.
- Master the tools in the Strategic Innovation Toolkit & apply them effectively.
- Utilize the Strategic Innovation Toolkit to drive strategic planning & implementation in your role.



BUSINESS OUTCOMES FROM THIS PROGRAM

- Increase organizational agility & innovative thinking resulting in strategic business planning that drives competitive advantage, fosters growth, & delivers sustainable results.

KEY TOPICS

- Strategic Planning Process
- Creativity & Innovation
- Red Ocean vs. Blue Ocean
- Strategy Canvas
- Principal Factors
- Value Curves – 'As-Is' & 'To-Be'

FRAMEWORKS & TOOLS

- The Six Pathways
- Alternative Industries
- Target Market
- Strategic Value Chain Analysis
- Buyer Process Analysis/Design Thinking
- Functional/Emotional Appeal to Buyers
- Time & Trends

KEY VALUE PROPOSITIONS

- Highly engaging activities, discussions, & presentations from start to end
- Packed with practical tools, frameworks, & processes that are immediately applicable & impactful to your business
- Based on the best-selling book "The Blue Ocean Strategy", which had sold over 4 million copies worldwide



PRACTICE & APPLICATION

- Case Studies
- Group Discussions & Presentations

- Methods & Tactics to Apply the Blue Ocean Strategy:
- Strategy Canvas Mapping
- Delete, Decrease, Increase, & Add (D.D.I.A.)
- Strategic Thinking Paths
- Design Thinking Framework



Delivered by practitioners

www.momenta.biz



Other Leadership Programs Available

- Strategic Innovation & Design Thinking Toolkit
- The SLII Experience™
- Blanchard Management Essentials®
- SELF Leadership