



“
INNOVATION
distinguishes between
A LEADER
& A FOLLOWER.
”

Steve Jobs

What is the iCrunch^{ALPHA} about?

iCrunch^{BETA} is the second in a two workshop leadership series on Innovation. It's been especially designed to give managers and other organisational leaders an advanced boot-camp tackling how to blend organizational strategy with innovation and implementing an innovation program.

Whereas the beta course was just an introduction to entrepreneurship and innovation, the Alpha track will go in depth into how a business is structured and run.

AFTER TRAINING PARTICIPANTS WILL BE ABLE TO:

- Understand what the strategic inflection points of their business and their affect the organization.
- Reassess the dominant logic of their organization and see if it fits with innovation in the business environment
- Create corporate strategy that is entrepreneurial and innovative
- Integrate innovation and entrepreneurship into various levels of management
- Manage innovation as part of an organisation's portfolio of products and services.
- Creating teams for innovation.
- Create long-lasting cultures that support innovativeness.
- Overcome obstacles to innovation
- Tackle Organizational politics that oppose innovation

WHO IS iCrunch^{ALPHA} FOR?

This workshop is designed for top level management in an organization. Individuals who have the authority and ability to effect, organization wide re-evaluation and re-engineering, with a focus on directing the goals, objectives and strategy of the organization on an entrepreneurial and innovative path. Middle level management and lower level management would also benefit from this training as they will be required to implement any innovation or entrepreneurial strategy.

Why Bother with an advanced workshop on Innovation?

FOR INNOVATION TO MAKE A SUBSTANTIAL IMPACT ON A BUSINESS IT NEEDS TO BE INTERGRATED IN THE FIBRE OF THE ORGANIZATION, IT NEEDS TO BECOME PART OF THE DNA

Doing an introductory workshop on Innovation, though a good start, is not the end of an executive's innovation efforts. For innovation to truly make a difference in an organization, it needs to be integrated into the foundations of the business, this means including it in the long term vision and strategy of the business.

Innovation is not just a project in an organization, but a way of life, if it is not woven into the way the business operates, it will produce short-term results, that will eventually need to be replaced by more innovative initiatives. Innovation is not a once off activity, the same way competing in an industry isn't a once off event.



With this workshop you plan for the present and the future by making sure innovation becomes the norm in your organization.

Duration

iCrunch^{ALPHA} Workshops typically take two days, during the working week. We are mindful that managers and executives place a great deal of value on their time and plan our sessions to be as concise and impactful as possible within the given time-frame. Weekend Workshops are another viable option, be advised though that these will carry a different fee.

Bookings

Workshop bookings must typically be done two weeks ahead of preferred dates to allow for scheduling and to avoid availability conflicts. Booking Procedures are as follows

1. Print and fill out the booking form
2. Email it or fax it
3. Once Booking has been confirmed, pay applicable deposit.

LOCATION

Workshops are held at Kaizen Business Consultancy Premises: **#4 Mac Arthur Eastlea, Harare** and typically begin at 08:30 sharp.

To find out more, please make an enquiry at our website www.EntreCorporate.com or send an email to workshops@entrecorporate.com

