

Innovation

CEFE InnoGo

In Brief

The World Economic Forum differentiates factor-driven, efficiency-driven and innovation-driven economies. Even though most countries do not (yet) belong to the last category, scope and prevalence of innovative businesses significantly impact on key factors like competitiveness, value addition, employment and income. Operating in environments that do merely offer effective systems promoting innovation, enterprises have to strengthen their own human and organisational capacity to turn creative ideas into solutions that are relevant for and absorbed by the market. Consequently, innovation training features much more than creativity. It transforms traditional structures into economic drivers and growth promoters. It targets SMEs, organisations, community programs, value chains and public sector.

Deliverables

To achieve such changes, the training deals with challenging learning objectives:

- Innovation culture
- Creativity setup
- Applied creativity tools
- Idea generation and selection
- Change management
- Innovative business models
- Market introduction and exploration
- Financial feasibility

Instruments

This fundamental change process cannot be achieved by traditional tools. It is not based on information and knowledge but much more on attitudes and skills – competences which require highly participative and experiential CEFE methods. Tools applied are further developed versions of, among others, self-analysis, brain teasing techniques, screening and risk assessment, marketing mix, business model, change management, pre-investment analysis.

The CEFE InnoGo can be modularised and also integrated into other training programs. Standalone it needs 5 net course days. 12-25 persons can participate. First application should be coached by a trainer who knows the program and requires 4 days of preparation with the local team.



In Practice

Participants have to invent and produce motor-driven paper flyers and experience the need for cross-sectoral or – institutional cooperation. They are challenged to reduce production time by over 90%.

They manage innovation projects from the challenge through all hazards up to the question whether and how the market will absorb it at sustainable conditions.

At the end, individual mindsets as well as organisational culture have opened to internalise innovation as motivating benefit.

Tools have been integrated into summer schools, leadership training, comprehensive HCD and international conferences.

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