



GIANT JUMP

Master Class in Corporate Innovation



FORMAT

Hands-on experiential course.



DURATION

3 days

Multi-week and multi-month versions to deepen learning outcomes and impact available.



AUDIENCE

10-25

Participants who are passionate about bringing more innovation into their organization.

In this hands-on, experiential course participants will develop core innovation skills to help their companies create new businesses, drive new innovation initiatives, and develop lasting competitive advantage.

OUTCOMES

- // Gain a practical innovation toolkit consisting of core skills from lean startup, design thinking, idea generation, and strategic communications.
- // Learn the fundamentals of innovation architecture, including how to embed innovation processes and behaviors in your team, department and organization.
- // Learn best practices in corporate innovation through illustrative case studies, latest academic research, and experiential site visits and discussions.

Course agenda

Each Master Class will be tailored to meet your needs.



DAY 1: FOUNDATIONS

- Why the urgency to innovate within large enterprises and the innovative mindset.
- Design thinking and reframing, including ethnographic interviews and jobs-to-done theory of innovation.
- Beyond brainstorming: powerful idea generation tools based on the latest creativity research.



DAY 2: BUILDING AND TESTING BUSINESS MODELS

- Introduction to business model innovation and lean startup methodology, including a fail-fast philosophy, MVPs, and the Build-Measure-Learn loop.
- Collecting unbiased data through effective problem and solution interviews with customers.
- Fieldwork: running your first experiment.



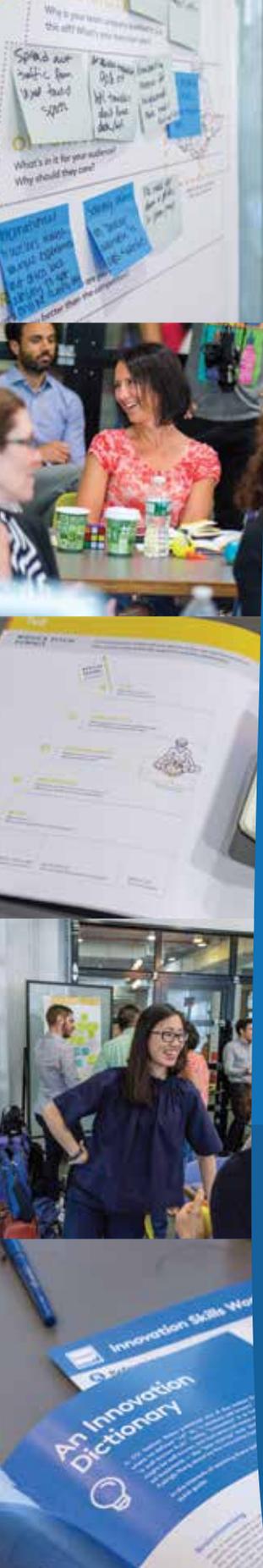
DAY 3: SCALING AND COMMUNICATING

- Solution testing and MVP design.
- Strategic communications and pitching.
- Understanding the nuances of applying innovation methodologies within teams and organizations, including innovation metrics and managing politics.
- Fieldwork: getting solution feedback to improve your business concept.



Optional additions

- Remote innovation coaching and microlearning videos to help participants apply what they have learned back in the office.
- Curated innovation ecosystem tours to meet with local corporate innovation practitioners from large companies and startup accelerators.
- Frontier technology deep dives in topics such as internet of things, blockchain, machine learning and AR/VR.



**Innovate like a startup.
Think like a GIANT.**

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