

## promoting!nnovation™

A POWERFUL PROGRAMME TO CREATE NEW OPPORTUNITIES.

We're repeatedly told in the UK that innovation is the answer to our global competitiveness challenge, the antidote to our high cost economy that will allow us to continue to compete effectively with the rest of the world.

It is hard to argue with this, taking into account the big changes being seen in markets, demographics, customer needs and technologies, to name but a few factors. So if so many respected experts hold this view, what is it that's holding organisations back? Why is it that private businesses, social enterprises and public sector bodies alike all seem to struggle to be more genuinely innovative?

There's been a lot of theory written about how we can help small and medium sized businesses (SMEs) become more innovative and, as a result, more profitable. The trouble is, much of it doesn't seem to have had much, if any, long-term effect. Whilst some businesses may have become more innovative in their approach, many are simply a little more aware of the imperative to get involved, without having much idea how to do it.

We believe that one of the reasons for this is the word itself; many businesses confuse innovation with invention. They believe that to be innovative, they have to come up with some ground-breaking invention that will transform their fortunes overnight. Of course, this happens very rarely.

## How do we do it?

promoting!nnovation™ is the exciting programme that we use to spread and sustain innovation.

For us, innovation is about ideas - be they big or small - that can help to improve process or performance, build loyalty, differentiate or add to the customer experience. In essence, it's about having the right set of tools and skills to help people 'think' clearly and creatively about their business, allowing them to raise their heads from the day-to-day pressures of running operations and getting the next order out the door.

We immerse people in experiences that truly inspire as well as enable them by opening minds, encouraging challenge and equipping them with the tools to achieve sustainable change. It's an approach that has helped our clients within Government, Regional Development Agencies, Business Link, Sectors and corporate environments to truly engage businesses and deliver the transformation in business performance that their policies so often aspire to.

promoting!nnovation™ has proved to be highly successful in significantly raising awareness and active participation wherever it has been deployed. The programme was developed and delivered by Winning



Moves for the Advantage West Midlands Regional Development Agency. It has five core components:

- > **Engagement events:** thought-provoking, stimulating and entertaining events that explore innovation and emerging trends, inspiring individuals, businesses, sectors and clusters to come up with new ideas and identify opportunities.
- > **In-company facilitation:** supporting individual organisations in developing their vision, strategy and ideas for the future, then helping them how to exploit these for maximum benefit.
- > **Innovation champions training programme:** an Institute of Leadership and Management and Small Firms Enterprise Development Initiative (SFEDI) accredited training course to develop the facilitation and strategic skills needed to sustain the innovation momentum. All activities are underpinned by a strategic improvement project, leading to sustainable change and an individual qualification.
- > **Leadership academy:** intensive programme designed to help develop leadership capabilities, and bring the vision for the business to life.
- > **Innovation toolkit:** thought provoking and inspiring toolkit provided to each participant of the programme, incorporating a wide range of simple but effective innovation tools and techniques that can be used immediately.

We are truly proud of the results achieved through promoting!nnovation™. Many individuals and organisations have benefitted, but it is the outcomes that it has led to which really excites us. Our programme delivered in the West Midlands for example achieved the following:

- > 2000+ businesses engaged in less than two years.
- > 84% implemented change as a result of their participation in the programme.
- > 7% average increase in profit as % of sales per company.
- > The delivery targets were met 5 months in advance of the 24 month contracted period.
- > Delegate, intermediary and programme manager level feedback was excellent and the programme was hailed as a regional 'exemplar'.
- > It has been the catalyst for the transformation of a huge number of businesses and individuals and the programme has contributed massively to the widespread promotion of innovation within the region.
- > In summary, businesses have changed direction, new products have been developed, strategies have been created, and perhaps most importantly cultures have been developed which will lead to ongoing innovation long after the programme has been completed.

Finally some quotes we like from people that have experienced the programme:

"What I really liked about the programme is that you're not simply told what to do, you're encouraged to think of the ideas for yourself"

"The champions programme ha been excellent for us, it has given us the confidence to make our ideas a reality"

"I was very impressed by the workshop because it avoided the mumbo jumbo that you usually come across. It had a fresh approach"

## To find out more:

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