

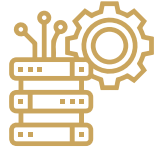
## MANAGING INNOVATION: How innovative is your organisation?

Join other executives in a face-to-face workshop, in the Innovaders Interchange Studio. A learning experience that can't be matched with any other online workshop. Examine the unique challenges that confront businesses in their innovation journey and the impact on your business performance.

Gain the understanding of what is holding you back on making innovation a success and building a culture of innovation. During this workshop we will examine your three pillars of innovation:



People or organisation



Process



Performance

**Date:** 05-06 September

**Time:** 09h00

**Location:** Innovaders Interchange Studio  
11 Mackay, Blairgowrie  
Randburg

**Facilitators:** Gijs van Wulfen & Coenie Middel

The program consists of a half day workshop and one-on-one consultation by one of the world's authorities on Innovation, Gijs van Wulfen; together with one of the world's most inspiring accountants, Coenie Middel CA(SA).

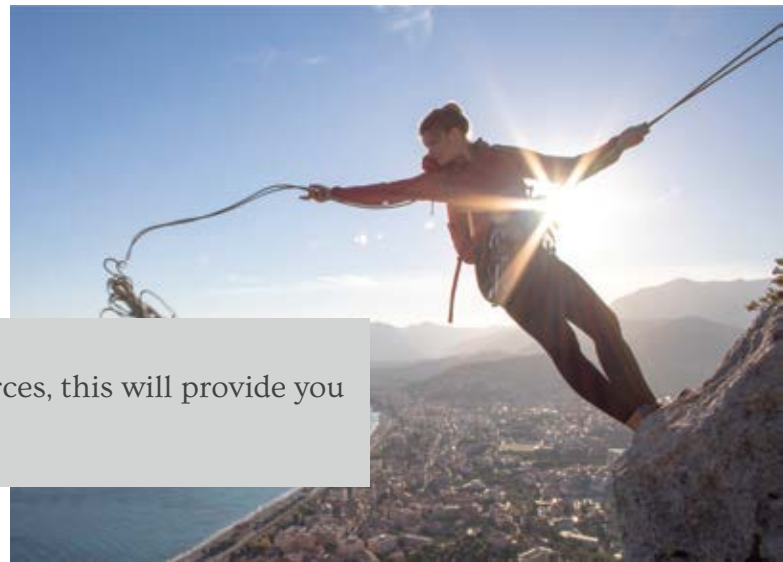
### THIS WORKSHOP WILL HELP YOU:

- 01 Identify your strengths and weaknesses in your innovation approach.
- 02 Employ the best practices in your innovation journey.
- 03 Identify and analyse entrepreneurial opportunities.
- 04 Apply the right techniques to get optimal results from opportunities.
- 05 Ensure that your innovation continues in times of shrinking budgets and resources.
- 06 Access your company's capabilities accurately and rethink your strategy.
- 07 Lead essential change in your organisation.
- 08 Expand your personal and professional network.

### WHY ATTEND OUR INNOVATION IMPROVEMENT WORKSHOP:

Through expert presentations, group discussions and utilising our Innovation ScoreApp, you will gain new insights you can apply to your entrepreneurial challenges.

Innovation is often difficult, risky and a drain on resources, this will provide you with insights on how to manage your resources best.



You will get a full report on:

01

How clear your goals and vision are to everyone.

02

What your culture is like.

03

How management's support is for creative initiatives.

04

How structured your innovation process is.

05

Whether you have clear business criteria and KPI's that employees have to fulfill at the start of your initiatives.

06

Involvement of customers in your innovation process.

07

How much of your current revenue, allowed for new product launches in the last few years.

08

How many of your initiatives were successful and how many were not.

## WHAT YOU WILL LEARN:

Whilst some organisations and brands are progressive and innovate, others simply die a slow death and it is innovation that determines survival. Innovation is a means of keeping pace with radical changes and minimizing risk at all cost, through out-of-the-box thinking.

We will focus on the following:

- 01 Highlighting the importance of innovation and also provide a solid roadmap and tools to lead you and your organisation on its innovation journey.
- 02 Boost a culture of innovation that will allow people to engage and commit to an organisation or institution.
- 03 Doing a full innovation review on your business, its people, processes and overall performance, allowing you to walk away with a full report indicating shortfalls and wins.
- 04 Fully immerse you into a transformational living-learning experience. Our workshop is designed with practical learning tools accompanied by theory, which will enhance the use of material in your business and for your people.
- 05 Introduce you to a network of specialists and executives, exchanging ideas and experiences with like-minded business leaders and professionals. This is most effective when done face-to-face and in person.

“

A manager wants to **CONTROL INNOVATION** and that's where it ends.  
A leader **LEADS INNOVATION** and that's where it starts.

Gijs van Wulfen



## 07 TAKE AWAYS FROM OUR WORKSHOP

- How to structure the chaotic start of innovation.
- How to draft an innovation assignment.
- How to combine “inside-the-box” and “outside-the-box”.
- How to make a business case for concepts.
- How to get internal support for innovation.
- How to start a culture of innovation.
- How to increase your innovation success ratio.

## WHO SHOULD ATTEND:

This workshop is designed for:

- Senior executives, general managers, or business owners who are responsible for setting the strategic direction for their organisations.
- Senior managers with the responsibility for developing new products and services from functional areas such as research and development, engineering, product management, marketing, operations, finance and strategy.
- Executives and general managers in service delivery companies.
- Consultants providing strategic advice to customers.
- Executives responsible for jump-starting innovation at established firms.

## MEET YOUR FACILITATORS:

### 01 Gijs van Wulfen

Gijs van Wulfen, a well-known global authority and trusted advisor on innovation, inspiring speaker, author of five innovation bestsellers, one of the top ten worldwide innovation bloggers, and an official LinkedIn Influencer with 325.000+ followers.

He is very driven to jump start innovation, because organisations struggle with the start of innovation in their day-to-day hectic business. He is a business economist with a master’s in management consultancy.

During his career of thirty years, Gijs has worked as a fast-moving consumer goods marketer, a boardroom consultant, a large group facilitator and as a keynote speaker.

Through his informal personal style, infectious enthusiasm and persuasiveness, he gets people to move beyond their borders to make their organisation innovative again.





## 02 Coenie Middel

Coenie Middel, has been accredited as one of the world's most inspiring accounts. He provides strategic advisory and deal making services, crafts business models for clients and his own businesses to deliver value to all stakeholders by linking strategy with resources, finance and capabilities.

His key focal area is making innovation a key strategy for short-term and long-term success, and establishing frameworks for radical and incremental innovation. As founder of many successful businesses, his passion towards innovative thinking is part of his DNA and he has been providing strategy and innovation services to businesses for over 25 years, in mining, health care, agriculture, construction, IT, government, motor, advertising, media and professional service sectors.

This CA (SA) extraordinaire is also an expert on digital transformation, AI, VR, AR and IoT. The main tenet of his dealings with people and the success thereof is conceptualising and creating solutions to unlock the potential of people and businesses; and with an international benchmark at his disposal, he goes far beyond mediocrity with a well-established client list attesting to his success.

### **BOOKINGS:**

Booking requests can be submitted to the Marketing & Brand Manager of Middel & Partners via email: [biance@middel.co.za](mailto:biance@middel.co.za). All bookings will be confirmed once full payment is received.

The cost: R8 500 per person (excluding vat)

Included: • Personal one hour consultation with one of the facilitators.

- Full innovation score report on your organisation.
- All learning material and implementation tools.
- Access to a network of specialists and executives, exchanging ideas and experiences.
- Access to our international network of innovator facilitators.
- Transformational learning experience with two of the world's biggest and inspiring innovators.
- Refreshments throughout the day.
- Get inspired by others in the same room.
- The workshop takes place in the "Innovaders Interchange studio", which is a great experience for attendees, allowing to step outside the office/home office and opening your mind to bigger possibilities.