

# Awaken the Innovator Inside

Inside your organization is an untapped talent and potential to innovate. Leading Innovation & Growth (LIG) program is created to awaken and realize that potential, reviving your organization from within, giving you the power to create sustainable innovation.

LIG initiates integrated change and innovation in your organization. It connects the dots by creating the innovative culture and capability needed to run your strategy through change in your practices and leadership skills, coupled with new matrices and performance indicators.

It develops an innovation mindset, awakens the entrepreneurial spirit, and embeds the right innovation practices. Through intense training, coaching, and running innovative projects, LIG produces both highly skilled innovation leaders and innovative product prototypes that the organization can invest in.

There are four phases in LIG:

INNOVATION  
PLAYBOOK



ANALYSIS AND FUTURING

LEADING  
INNOVATION  
TRAINING

PROJECT  
PRACTICUM

## 1 ANALYSIS AND FUTURING

The first phase starts with an analysis of your organization's current culture through qualitative interviews and quantitative survey. This analysis shows where you are now, where you want to go, and the path toward that future. We identify opportunities for innovation and challenges that you need to overcome. The analysis is utilized in a futuring session, where we discuss your goals, strategy, and current situation to create a shared set of goals and a roadmap for your organization. This entails deciding your biggest priorities and the challenges that you want to tackle. The purpose of this first phase is to connect the dots throughout your organization and align your capability with your strategy.

## 2 LEADING INNOVATION TRAINING

Next, in the Leading Innovation Training phase, the senior leaders of your firm will receive criteria and guidance for selecting around 25 participants for our jumpstart workshops. These are potential leaders and champions who will make innovation happen in your organization. The selected high-potential leaders will participate in a 2 to 5 day intense training workshop. The key focus is on accelerating innovation projects and developing capability. During these workshops, your teams will conduct structured brainstorming sessions. (See our Jumpstart Innovation video at [www.innv.at/DSO-short](http://www.innv.at/DSO-short).) They will learn how to diagnose challenges and come up with solutions. They will learn the key principles of innovation and the steps to innovate systematically. At the end of this phase, they have actionable innovation projects. They can hit the ground running the very next day.

## 3 PROJECT PRACTICUM

Then, in the Project Practicum phase, your teams will launch a series of controlled experiments and then share and reuse the best practices that come from those experiments. This is an incubation and acceleration period for the innovative products or solutions identified in the training sessions. This period usually lasts between 3 and 6 months, depending on the complexity of your projects and the needs of your organization. During this time, we will coach your teams to enhance their leadership and innovation skills and bring these projects into success. This phase builds momentum for the projects while the teams master innovation skills. The teams also learn to evaluate the potential value of their ideas and pitch them for funding from senior leaders. Senior leaders, on the other hand, learn how to evaluate projects and pick the winning ideas to invest in.

## 4 INNOVATION PLAYBOOK

In this final phase, you will learn what worked and what didn't work in the experiments. Then, based on those experiences, we work with you to create a customized innovation process and scale it to the entire organization. This means incorporating the new innovation skills, from creating controlled and valuable experiments to picking winning ideas, to the rest of the organization and institutionalizing this new knowledge. This is where you create a playbook that sustains innovation practices and perpetuate and further embed the innovation culture.

A key part of this final phase is ensuring that the cycle of innovation will continue in the future—that current innovation leaders will teach and mold the next set of innovation leaders who will carry on organic growth, and that that the new innovation playbook is indeed practiced throughout the organization. This means knowing how to transfer the innovation skills and mindset to the rest of the organization and manage resistance. Teaching innovation is no different than learning how to speak a language or play a musical instrument: you cannot study it from afar or through a textbook—it is best done through a “See One, Do One, Teach One” approach. By developing a community of highly practiced innovation leaders, you create a mentor system that ensures the cycle of innovation will continue. Today's leaders transfer deep knowledge about the art of innovation to those who will become future leaders, all while working on projects with high potential for developing new practices and competencies.

You may choose to either do only parts of the LIG series or the entire LIG process. This is completely flexible based on the needs unique to your organization. To learn more about the LIG programs and Jeff, visit [www.jeffdegraff.com](http://www.jeffdegraff.com).

