Concept Note
for
Value Creation through Innovative Thought & Action Programme

February 2020
OVERVIEW OF THE PROGRAMME
Value Creation through Innovative thought and action is a programme which is designed to help the employees create value for their organization. It is designed to incorporate innovative mindset among the employees so that the innovation capacity of the organization will improve. The programme is a combination of hands on experiential learning activities, lecture sessions, case studies and practical execution modules.

PROGRAMME OBJECTIVES
- To help employees create incremental/disruptive value
- To increase innovation capacity of organization and nurture innovators.
- To educate the workforce on innovation processes through global best-case practices and tools.

TARGET AUDIENCE
Middle and Senior level Managers with high control on the ground level activities.

PROGRAMME DURATION
The programme will be conducted for 3 days (preferably on the weekends).

INDICATIVE SESSION PLAN

<table>
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<tr>
<th>Day</th>
<th>Session</th>
<th>Expected Outcome</th>
<th>Delivery Mode</th>
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| 1 (Why and How Value Creation) | Introduction to Value Creation & Innovation through Best Case Practices and Processes | - Understand why value creation is crucial for organizational success  
- Awareness on relevant value creation and innovation systems and processes | Lecture  
Team Exercise |
|       | Innovation Tools and Techniques                  | Ideate using Design Thinking framework and other design tools                    | Practical Experiential Workshop       |
| 2 (Execution) | Persuasion/Negotiation and Collaboration          | - Apply Negotiation tools to create win-win partnerships  
- Able to assess needed capacities and ideate complementary collaborations. | Lecture  
Discussion Activity  
Team Exercise |
|       | Lean Methodology and Experimentation              | Break down idea into assumptions and devise experiments to validate key assumptions. | Practical Experiential Workshop  
Field Exercise |
| 3 (Planning and Roadmap) | Business Modeling                                | Develop whole Business plan for the idea using Business Modeling tools.          | Theory  
Practical Experiential Team Workshop |
|       | Presentations                                     | Pitching of Business Plans and initial feedback.                                | Group/Team Presentations             |
|       | Future Roadmap                                    | Further Action steps with timelines and responsibilities                       | Workshop Exercise                    |

PROGRAMME BENEFITS
- Learn to create incremental/disruptive value to the organization and customers (ex: New Process/ Products).
- Develop Creative Problem-Solving skills and create Implementation plans and low-fidelity prototypes for validated innovative ideas. (Ex: Blueprints, Paper prototyping, Wireframing, etc.

PRICING
INR 1,00,000 per participant (For a batch of 30 employees) + GST
INR 70,000 per participant (For a batch of 50 employees) + GST