

INNOVATOR'S DNA & INNOVATOR'S METHOD WORKSHOP

DAY 1 / 8 AM – 5 PM

TIMING

AGENDA ITEM

8:00 – 8:45 AM

Introduction: The Innovation Imperative & Defining Innovation

- Agenda & Session Objectives
 - The Innovation Imperative
 - Defining Innovation
 - Developing an Innovation Mindset
 - Introduction to Innovation & Creativity
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8:45 – 10:30 AM

The Five Discovery Skills of Disruptive Innovators

- Associating: Connecting Disparate Experiences to Generate Novel Ideas Introducing Innovation Challenges
 - Questioning: Challenging the Status Quo with Powerful Questions
 - Observing: Looking for Surprises in New Environments
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10:30 – 10:45 AM

Break

10:45 – 11:30 AM

The Five Discovery Skills of Disruptive Innovators Continued

- Networking: Gaining Insights Through Diverse Perspectives
 - Experimenting: Exploring New Experiences & Prototyping Solutions
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11:30 – 12:00 PM

Assessment Debrief

- Assessment Debrief: Interpreting Your Results
 - Personal Development Plan
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12:00 – 12:45 PM

LUNCH

12:45 – 1:15 PM **Introduction to the Innovator's Method: Problem**

- Agenda & Session Objectives
 - Introduction to the Innovator's Method
 - Overview of Problem: Customer Immersion
 - Developing Customer Empathy
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1:15 – 3:00 PM **Customer Immersion & Intensive Synthesis Tools**

- Jobs-to-be-Done, Pain Points, and Aspirations
 - Hypothesized Customer Personas & Foothold Customers
 - Break
 - Hypothesized Customer Journeylines & Journey Mapping
 - Customer Immersion Synthesis Toolkit
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3:00 – 3:15 PM **Break**

3:15 – 4:00 PM **Customer Immersion Field Tools**

- Introduction to Customer Immersion Field Work
 - Advice Interviews
 - Interview Guide Preparation
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4:00 – 5:00 PM **Conduct Advice Interview One**

- Conduct Advice Interview One with Live Customer (45 minutes)
 - Debrief and Synthesize Interview (15 minutes)
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TIMING

AGENDA ITEM

8:30 – 9:00 AM **In-Session Customer Immersion Preparation**

- Review and Refine Advice Interview Discussion Guide
 - Prepare and Role Play for In-Session Advice Interview
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9:00 – 10:00 AM **Conduct Advice Interview Two**

- Conduct Advice Interview Two with Live Customer (45 minutes)
 - Debrief and Synthesize Interview (15 minutes)
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10:00 – 10:15 AM **Break****10:15 – 10:45 AM** **Group Debrief & Synthesis**

- Synthesize Interview One & Two Findings as a group
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10:45 – 11:30 AM **Customer Immersion Tools Continued**

- Contextual Interviews
 - Ethnographic Observations
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11:45 – 12:15 PM **Introduction to the Innovator's Method: Solution**

- Agenda & Session Objectives
 - Overview of Solution: Experimenting & Prototyping
 - Developing a Chief Experimenter Mindset
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12:15 – 1:00 PM **Lunch****1:00 – 2:00 PM** **Solutionstorming & Affinity Diagramming**

- Idea Networking and Trend Scouting
 - Review of Key Customer Immersion Takeaways
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- Solutionstorming
 - Affinity Diagramming & Solution Prioritization
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2:00 – 2:15 PM **Break**

2:15 – 2:30 PM **Building Prototypes Overview**

- Theoretical-Virtual-MVP-MAP Prototypes
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2:30 – 3:30 PM **Build Theoretical Prototypes**

- Build Theoretical Prototypes
 - Prepare Qualitative Experiment Interview Guide
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3:30 – 4:30 PM **Conduct Qualitative Experiment One**

- Conduct Qualitative Experiment with Live Customer (45 minutes)
 - Debrief and Synthesize Interview (15 minutes)
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4:30 – 5:00 PM **Prioritize Top Solution**

- Prioritize best solutions based on customer feedback
 - Collaborate with designers to build virtual prototypes
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DAY 3 / 8:30 AM – 4 PM

TIMING	AGENDA ITEM
8:30 – 9:30 AM	Identifying Assumptions & Designing Experiments <ul style="list-style-type: none">• Group Debrief from Interview One• Assumptionstorming• Assumption Prioritization and Categorization• Designing Experiments for Leap-of-Faith Assumptions
9:30 – 10:30 AM	Building Prototypes Part II <ul style="list-style-type: none">• Theoretical-Virtual-MVP-MAP Prototypes
10:30 – 11:00 AM	Innovation Metrics <ul style="list-style-type: none">• Success Metrics for Innovation
11:00 – 12:00 PM	Action Plans <ul style="list-style-type: none">• Reflect on Key Takeaways• Create Action Plan to Apply Learning
12:00 – 12:45 PM	Lunch
12:45 – 1:45 PM	Review Virtual Prototypes <ul style="list-style-type: none">• Showcase Virtual Prototypes• Prepare for Qualitative Interview
1:45 – 2:45 PM	Conduct Qualitative Experiment Two <ul style="list-style-type: none">• Conduct Qualitative Experiment with Live Customer (45 minutes)• Debrief and Synthesize Interview (15 minutes)

3:00 – 3:30 PM **Experiment Synthesis & Takeaways**

3:30- 4:00 PM **Conclusion**

- Revise Action Plans
 - Full Workshop Debrief
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INNOVATOR'S DNA TRAINER CERTIFICATION

The trainer certification process enables trainers to teach The Innovator's Method content both in the classroom and in a business setting. The focus of this course is transference—under the guidance of an Innovator's DNA Master Trainer and Facilitator, new trainers will learn how they can teach others to effectively bring new ideas to market.

**Note: trainer certification is only authorized to be used within that specific trainer's classroom or organization. Third-party consultants are prohibited from certification.*

DAY 4 (TRAINER CERTIFICATION) / 9 AM – 4 PM

TIMING	AGENDA ITEM
9:00 – 10:30 AM	iDNA Trainer License & Certification Overview <ul style="list-style-type: none">• Innovation Catalyst Tools & Resources• Innovation Catalyst Development Plan
10:30 – 10:45 AM	Break
10:45 – 12:00 AM	Innovation Catalyst Presentation & Facilitation Training
12:00 – 12:45 PM	Lunch
12:45 – 3:30 PM	Innovation Catalyst Practice & Role Play <ul style="list-style-type: none">• Group Roleplay• Innovation Catalyst Development Plan
3:30 – 4:00 PM	Action Items & Conclusion
