

# INNOVATION 4 GROWTH

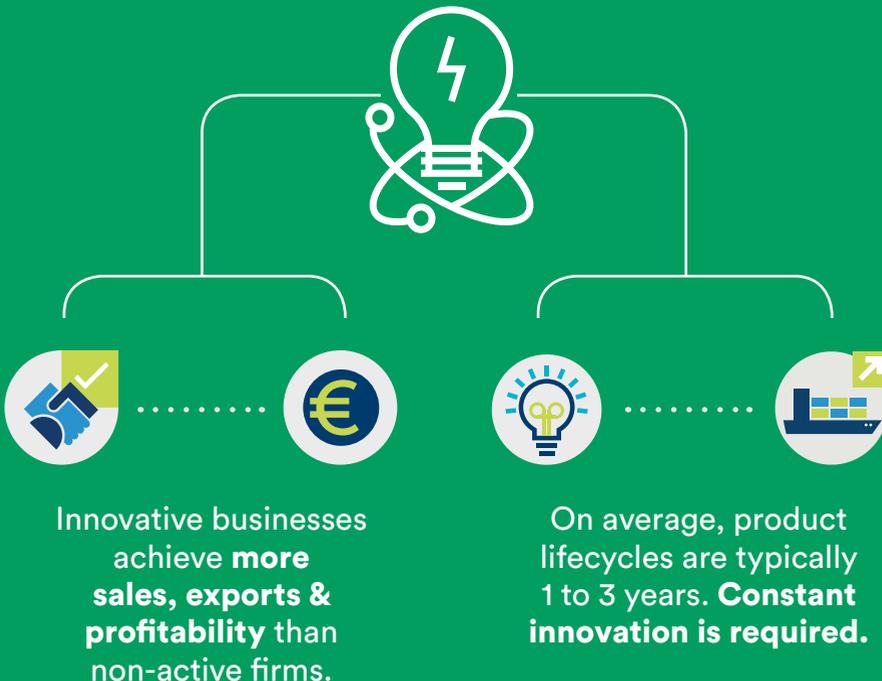
EMBRACING INNOVATION TO  
FAST-TRACK BUSINESS GROWTH

# INNOVATION 4 GROWTH PROGRAMME (I4G)

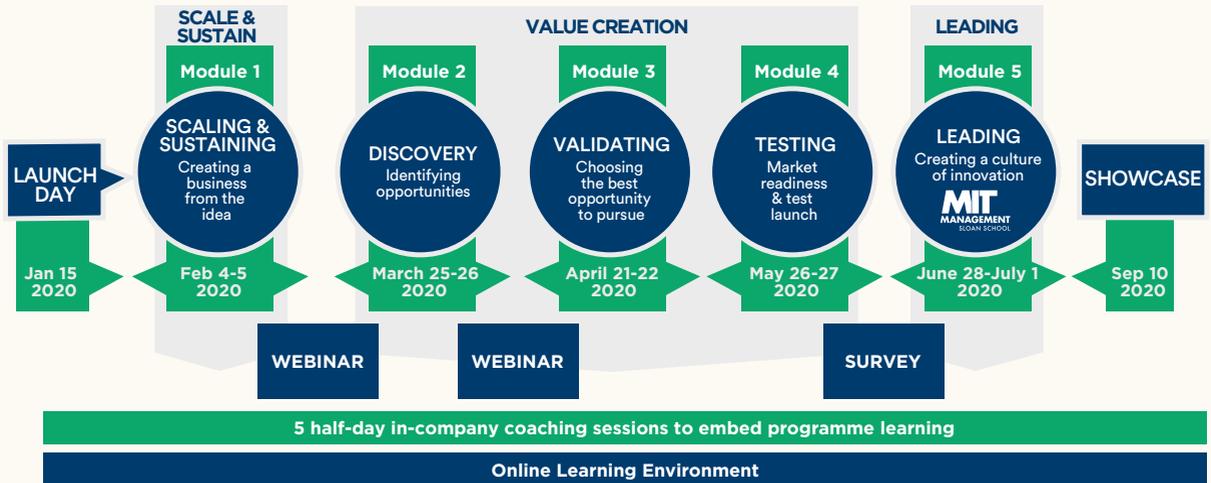
Today's most successful companies respond to change by continually rethinking, reinventing and innovating at every level.

Innovation 4 Growth (I4G) enables CEOs and their senior teams embed innovative thinking and a genuine culture of innovation within their businesses. By combining best practice in innovation management with a practical, action-oriented approach, I4G stimulates the creation of new business models, services, products and processes. These, in turn, deliver greater value to customers and stimulate measurable profit growth.

## The Importance of Innovation



# Your Programme Journey



## Programme Approach

### EDUCATIONAL MODULES

I4G combines tuition from IMI's global network of experts and the MIT Sloan School of Management, Boston. Module by module, guided by facilitators and coaches, teams develop innovative projects for their business which are showcased at the programme finale.

### BUSINESS ADVISOR COACHES

Each participant company is assigned an experienced business coach who helps develop their 'innovation-readiness' from the outset. Doing so will help develop and sustain new capabilities and practices in the business during and beyond the programme. They help companies examine topics in more detail and apply learnings to company specific challenges.

### PEER-TO-PEER

The programme is underpinned by peer-learning opportunities with fellow participants. It is further supported by I4G alumni and international leaders across the innovation landscape.

eiLearn.ie

## Key Programme Dates

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|---|--|
| Programme Launch:                       | Wednesday 15 <sup>th</sup> January 2020, Dublin  |
| <b>Module 1:</b>                        | 4 <sup>th</sup> / 5 <sup>th</sup> February 2020, Ireland (Midlands location)                                 |
| <b>Module 2:</b>                        | 25 <sup>th</sup> / 26 <sup>th</sup> March 2020, Ireland (Midlands location)                                  |
| <b>Module 3:</b>                        | 21 <sup>st</sup> / 22 <sup>nd</sup> April 2020, Ireland (Midlands location)                                  |
| <b>Module 4:</b>                        | 26 <sup>th</sup> / 27 <sup>th</sup> May 2020, Ireland (Midlands location)                                    |
| <b>Module 5:</b>                        | 28 <sup>th</sup> / 29 <sup>th</sup> / 30 <sup>th</sup> June & 1 <sup>st</sup> July 2020, Boston - MIT Sloan* |
| <b>Programme Finale &amp; Showcase:</b> | <b>10th September 2020, Dublin</b>   |

\*Module 5: 5pm on Sunday 28th June 2020 to 1pm on Wednesday 1st July 2020. Three nights' accommodation is provided (Sun/Mon/Tues)

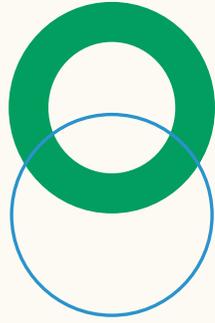
## Our Partners



Ireland's leading executive developer, the IMI equips leaders with the capabilities to build their companies using new knowledge, behaviours and practises that deliver sustainable returns on investment. In 2019, Irish Management Institute was ranked in the Global Top 50 Executive Education providers by the Financial Times.



Based in Cambridge, Massachusetts, the MIT Sloan School of Management is one of the world's leading business schools and is renowned for its expertise in innovation.



## Programme Team



### **Cathy Winston - Programme Director**

Cathy will lead the full programme team to successfully deliver on the programme objectives. Cathy is a leading expert on market-led business strategy. For over 20 years she has worked with corporate clients which were focused on finding opportunities to grow profits and to innovate to take advantage of changing markets.

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### **Phil Budden - Senior MIT Lecturer**

Phil will lead the module at MIT which will be delivered by expert MIT faculty. Phil is a Senior Lecturer at MIT's Management School where he focuses on 'Innovation-Driven Entrepreneurship' (IDE) and innovation ecosystems.

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### **Keith Goffin - Professor of Innovation and New Product Development**

A Professor at Cranfield School of Management UK, Keith has extensive experience of product development from both an industrial and an academic perspective. He regularly acts as a consultant on innovation management to organisations such as Kelloggs, ICL and HSBC.

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### **Barry O'Reilly - Entrepreneur, Author and Business Advisor**

Barry has pioneered the intersection of business model innovation, product development, organisational design and culture transformation. He is an internationally sought-after speaker and frequent writer and contributor to The Economist, Strategy & Business and MIT Sloan Management Review.

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### **Raomal Perera - Adjunct Professor of Entrepreneurship at INSEAD**

Raomal is a veteran of multiple entrepreneurial ventures. At INSEAD business school he currently teaches and studies entrepreneurship, innovation and management of rapidly growing companies. He has deep expertise in helping established businesses make innovation work.

## Testimonials

### Ronan Quinn, CEO, Ardmac

The Innovation 4 Growth programme has assisted us in driving transformational change within the organisation. I am already seeing some new service offerings come through our innovation process that will deliver incremental revenue growth for Ardmac both domestically and on the international stage. Over the course of the programme we gained a deep understanding of the tools and techniques to develop an innovation process.

The customer-centric approach taught in the design thinking module was very valuable when it came to designing our innovation process. We also learnt the value of capturing and collecting customer insights which resonated with our team very strongly. The programme has opened our eyes to how important innovation is to the future of Ardmac. We are currently restructuring our annual business unit strategy development process to ensure each business unit has a strong focus on innovation.

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### David O'Neill, CEO, Dansko Foods

Being a more commodity type business our goal was to move into more value-added sectors of our industry. Over the course of the programme we learned how innovation in our processes, business model, organisational culture and not just products allows us to achieve this goal.

We now have 3 innovation teams in the business implementing the learnings from I4G. Through our Innovation Process we now have a more formal method of fielding new ideas from across the business. Business Model Innovation was a real eye opener for us that allowed us to look at other revenue streams that were not previously considered. MIT was a great experience too, overall a great programme that I would highly recommend to anyone considering their innovation journey.

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## Key Outcomes

- Develop and implement a growth strategy based on innovation.
- Develop key leadership skills and apply management practices that support a culture of innovation.
- Acquire a practical toolkit to enable continuous innovation that boosts exports, sales, jobs and productivity.
- Develop sustainable innovation processes, practices and mindset to sustain innovation well beyond the programme.

## Fees

The programme is subsidised by Enterprise Ireland. After applying grant aid, the direct cost to companies for up to three participants is:

- **Small Company** €14,712 (direct cost to company)
- **Medium Company** €19,616 (direct cost to company)
- **Large Company** €24,520 (direct cost to company)

Fees include all educational and coaching elements, accommodation and meals in overseas and Irish locations during modules.

Travel costs are not included, flights must be booked directly by participants for overseas module in June.

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## How to Apply

Complete the online form via the following link:

**[www.enterprise-ireland.com/Innovation4growth](http://www.enterprise-ireland.com/Innovation4growth)**

- Successful companies will be notified as soon as possible after the completed application is submitted and will be invoiced for payment prior to the programme starting.



## More Information



For further information about I4G, please contact  
Daryl Regan, Innovation 4 Growth Programme Manager.

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