

INNOVATION 4 GROWTH

Building sustainable business growth through Innovation



Innovation 4 Growth

(I4G) is a world-class programme designed for CEO's and their top team.

The programme applies a structured approach to building sustainable business growth through innovation. It supports you in applying innovation in your business to create new business models, products, services or processes that will add value to your customers and therefore grow your profits.

Innovation 4 Growth combines best practice in **Innovation Management**, with a practical **Design Thinking** approach, and the speed and efficiency of the **Lean Start-up**.

A key output of the programme is the development of one or more innovation projects within your business. You and your team will work on your projects module by module, with the assistance of the facilitators and your coach. These projects will be showcased at the programme finale.

At the end of the programme you will have the mindset, habits and processes that will sustain and grow innovative capability in your business.

As a result of participating in Innovation 4 Growth you will:

- ▶ Analyse and evaluate your business in the context of innovation
- ▶ Fully develop and implement an innovation growth strategy
- ▶ Apply management practices that will support innovation culture and processes
- ▶ Develop key leadership skills to drive innovation
- ▶ Acquire a practical toolkit to enable continuous innovation
- ▶ Increase exports, sales, jobs and productivity

You will be supported in your journey through:

- ▶ Access to world-class experts and methodologies from International and Irish Business Schools
- ▶ One-to-one business coaching to support you and your team with the implementation of your innovation project

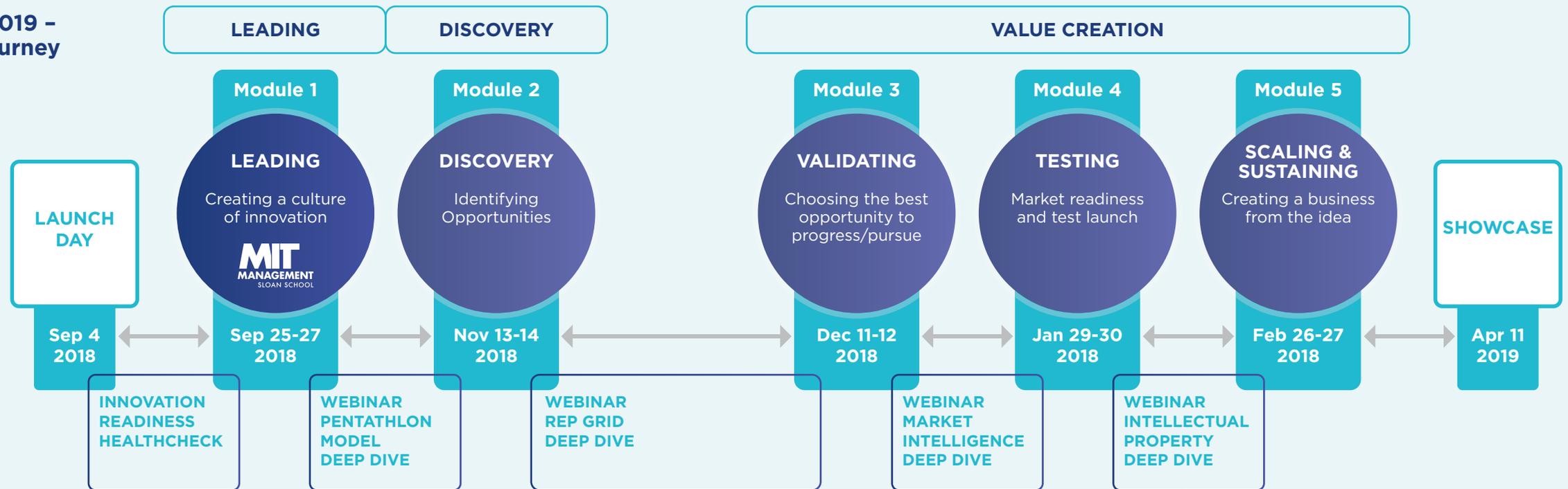
- ▶ An executive education programme at MIT, Sloan School of Management
- ▶ Networking and peer learning opportunities with fellow participants, I4G alumni and international leaders
- ▶ Supported online learning

The programme allows **for up to 3 participants** from each company, ideally the CEO and 2 senior team members. It is aimed at EI client companies with:

- ▶ An identified growth plan to develop in international markets, using innovation as a key growth driver
- ▶ A senior management team with the time, resources and commitment to the programme to deliver innovation initiatives
- ▶ A level of sophistication around management practices that will support an innovation culture and processes



**Innovation 4
Growth 2018-2019 -
Programme Journey**



Online Learning Environment

5 half-day in-company coaching sessions to embed the learning

The programme is delivered by:

Irish Management Institute (IMI)

IMI is the leading Executive developer in Ireland, ranked for the 9th consecutive year by the Financial Times customised rankings. IMI's mission is to equip leaders to build the future of their companies focusing on implementing new practises and behaviours that deliver significant and sustainable return on investment.

MIT

The MIT Sloan School of Management, based in Cambridge, Massachusetts, is one of the world's leading business schools. It's mission is to develop principled, innovative leaders who improve the world and to generate ideas that advance management practice.

MIT Sloan Executive Education will host the opening module of the programme, which will centre around **what it takes to create a sustainable culture of innovation at the team and organisational level.**



Innovation in Action

Boston is now a nucleus of innovations in art, science and technology and is an innovation hub in a cluster of industries such as technology and medical devices.

Participants will have the opportunity to see 'Innovation in Action' during the International visit. After the programme at MIT participants will hear from exemplar innovators in the Boston region to see how these organisations are putting innovation into practice with a view to gaining insight and inspiration for their own learning journeys.

Programme Facilitators / Expert Providers

Cathy Winston



Cathy is the overall Programme Director and will lead the delivery team, including an experienced team of business coaches, to deliver on the programme objectives.

Cathy is a leading expert on market-led business strategy. For over 20 years Cathy has worked with corporate clients on their market research and marketing consultancy projects, all of which were focused on finding opportunities to grow profits and to innovate to take advantage of changing markets.

Phil Budden



Phil will lead the module at MIT which will be delivered by leading MIT faculty.

Phil is a Senior Lecturer at MIT's Management School where he focuses on 'Innovation-Driven Entrepreneurship' (IDE) and innovation ecosystems. He co-delivers the renowned 'Innovators DNA' programme. Phil also co-teaches in the successful 'Regional Entrepreneurship Acceleration Programme' (REAP), a programme for regional teams from around the globe interested in accelerating 'Innovation-Driven Entrepreneurship'

Rohit Talwar



Futurist and award-winning speaker, Rohit Talwar inspires and educates with his unique 'how to' messages. He was profiled as one of the top 10 global futurists by the Independent Newspaper. Rohit's primary focus is how businesses can improve their vision through opportunities and risks, and how they can sustain peak performance. For the UK government, Rohit has completed the largest Horizon Scanning and Futures Programme in Europe. He has also completed the design and facilitation of an Accelerated Scenario Learning programme for a global pharmaceutical company.

Keith Goffin



Professor of Innovation and New Product Development at Cranfield School of Management, UK.

He has extensive experience of product development from both an industrial and an academic perspective. Keith regularly acts as a consultant on innovation management to well known organisations including Kelloggs, ICL, HSBC and Rank Xerox.

He is co-author of several books including 'Identifying Hidden Needs: Creating Breakthrough Products' and 'Innovation Management: Strategy and Innovation using the Pentathlon Framework'.

Barry O'Reilly



Barry is a business advisor, entrepreneur and author who has pioneered the intersection of business model innovation, product development, organisational design and culture transformation.

He is an internationally sought-after speaker, frequent writer and contributor to The Economist, Strategy&Business and MIT Sloan Management Review.

Barry is on the faculty at Singularity University advising and coaching in Singularity's executive and accelerator programmes based in San Francisco and through out the globe.

Raomal Perera



Raomal is a veteran of multiple entrepreneurial ventures and an adjunct Professor of Entrepreneurship at INSEAD where he currently teaches and studies entrepreneurship, innovation and the management of rapidly growing companies. He has deep expertise in helping established businesses make innovation work.

Raomal co-founded two technology companies and was one of 40 entrepreneurs worldwide chosen by the prestigious World Economic Forum (WEF) as a technology pioneer.

Raomal was recently inducted into The Business Excellence Institute's Hall of Fame.

Programme Timeline

Application Deadline:
Friday 29th June 2018

Programme Launch:
Tuesday 4th September 2018,
Dublin

Module 1:
25th/26th/27th September 2018,
Boston

Module 2:
13th/14th November 2018,
Ireland

Module 3:
11th/12th December 2018,
Ireland

Module 4:
29th/30th January 2019,
Ireland

Module 5:
26th/27th February 2019,
Ireland

**Programme Finale
& Showcase:**
11th April 2019,
Dublin

Programme Costs

The full programme cost is €45,000. When grant aid is applied, the direct cost to the companies, for up to 3 participants, is as follows:

Small company: €13,500
Medium company: €18,000
Large company: €22,500

Company size definitions can be found at:
www.enterprise-ireland.com/en/about-us/our-clients/sme-definition.html

The above cost includes 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 participant companies.

Programme fees must be paid upon notice of acceptance to the programme.

Application

To apply for Innovation 4 Growth 2018-2019 please email: Innovation4Growth@enterprise-ireland.com and you will receive a link to the online application form.

Contact

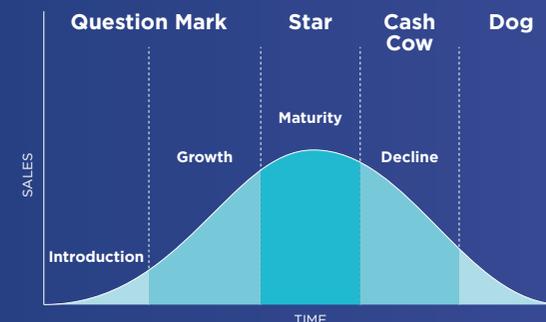
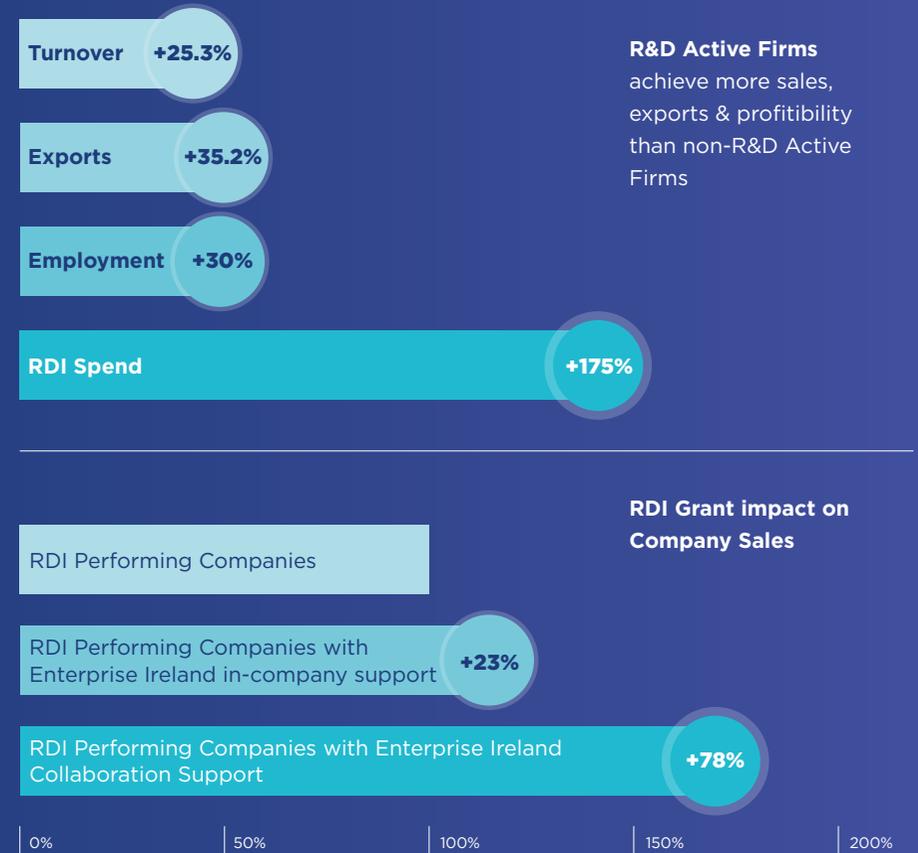
For further information or any queries please contact:

Daryl Regan - Innovation 4 Growth
Programme manager

E: daryl.regan@enterprise-ireland.com
Ph: 01 7272772

The Importance of Innovation

Source: Enterprise Ireland Client Company Survey 2016



ESRI/EI Study:
Product Lifetimes in export markets are only 1-3 years on average: constant innovation is required to maintain/grow exports



But: Irish firms do not do enough RDI: International measure is 'R&D intensity' (R&D expenditure as a percentage of GDP)

Testimonials

The Innovation 4 Growth programme has brought a number of benefits to Nutribio. It has brought structure and organisation to our innovation activities as well as a confidence that the practises we have learnt are now being used to encourage, gather, organise and implement innovation ideas are consistent with current best practise.

David O Sullivan, Nutribio

The Innovation 4 Growth programme has challenged our thinking of innovation in the context of a fast growing business like Cartrawler. It has offered a wide range of ideas, frameworks and tools to help inform our approach. The structure of the programme is excellent.

Brain Ingarfield, Cartrawler

Through Implementing the tools and techniques we gained during the Innovation 4 Growth programme our company has become a place where ideas are sought across the spectrum of core and support activities and where insights from our customers are actively pursued.

Richard Crowe, Nicholas O Dwyer

Programme Results

Innovation 4 Growth has been independently evaluated and the evaluation highlighted significant results from the previous programme cohorts.

“The majority of companies involved have transferred the classroom learning, built innovation capabilities and applied these capabilities to deliver new products and services. In some cases the new products and services have radically transformed the businesses in question and in others led to entirely new market opportunities. The delivery of these projects has been underpinned by significant internal process innovations that will support ongoing innovation efforts.”

Firm Performance



87%

of companies **planned to launch or had launched a product/service** as a direct consequence of I4G.



Projected

€153m

in additional sales by 2019 through sales from new products and services

The coaching programme to support your company

Each participant company is assigned an experienced business coach to assist in bringing innovation back into the company and involving more of the wider team in the process. There are 5 x ½ day sessions spaced out in between the Modules so that the topics can be dealt with in more detail and immediately applied to the innovation project.

At the outset, coaches will work with you to assist in the development of your Innovation Readiness Plans and from there in selecting an appropriate innovation project.



Ireland's European Structural and Investment Funds Programmes 2014-2020.
Co-funded by the Irish Government and the European Union.

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