

ANTHROLABS

Presents:

# THE INNOVATOR'S CODE

A Practitioner's Approach to Creativity  
& Innovation

In Association With:



STRATEGYK  
CREATE • ALIGN • GROW

Innovation has emerged as a strong business enabler/driver in the last decade. Innovation is still, in its nascent stage and very few companies have played their cards correctly. Employees are struggling to understand as to how to harness this new ever-changing concept to increase productivity and new product development with minimal fuss. (something like the blind man and the elephant).

People innovate, not companies...but companies certainly do create the environment where people can innovate. In this workshop, we will look at Innovation from the Practitioner's perspective. We would examine how successful companies create an eco-system that facilitates idea generation and how the ideas are converted to products & services. The workshop aims to present a working Model of Creativity and Innovation. Come and discover how to design a robust Innovation process that gives results.

### Creativity and Innovation: A Practitioner's Approach



Workshop Content

1

**Innovation: An Introduction** - This session will cover various theories on Innovation and explore the prevalent concepts.

2

**Contextual Creativity** – We will look at the concept of creativity that can be applied to work. This session will present a working model of creativity.

3

**Emergence of Innovation** – How has Innovation emerged over the years?  
**Culture of Creativity** – How companies can work towards a creative culture.

4

**New Product/Service Innovation** – Processes for New product/service development- from Idea generation to PoC (Proof of Concept).

5

**Innovation Context** – This session is on how to create a context that is in line with organizational strategy and consumer preference.

6

**Innovation Engine** – An integrated model for Innovation. This session will discuss on the processes and tools that are required for driving Innovation effectively.

## Learning from the Workshop:

- ✓ Innovation Styles - open innovation etc.
- ✓ Innovation Frameworks - Doblin's Ten Types, 3 Horizon Framework etc.
- ✓ Innovation Methodologies - Design thinking, Lean innovation etc.
- ✓ Working concept of Creativity
- ✓ Context for Creativity and Innovation
- ✓ Process for New product or Service development
- ✓ Measuring Return on Investment on Innovation Activities

## Takeaways:

- ✓ Exercises and Tools on Creativity
- ✓ Frameworks for Effective Innovation – Idea generation to Commercialization
- ✓ Formats for Innovation Initiatives
- ✓ Toolkit for effective Innovation: Materials and Relevant Publications
- ✓ Real world innovation Case Studies
- ✓ Innovation handbook on applying innovation in your organization

**Methodology:** The workshop is designed to be experiential and cognitive in line with Adult Learning process. Relevant exercises and discussions are factored in for an interactive and integrated perspective.

**Number of Participants:** 35 participants

**Participant's Profile:** Middle and Senior management

## Payment Details:

1. DD in favor of "Strategyk Consilium Pvt. Ltd."

2. NEFT transfer details:

Account Holder Name: Strategyk Consilium Private Limited.

Bank: HDFC Bank

A/c Number: 50200032859412

IFSC Code: HDFC0004843 (used for RTGS, IMPS and NEFT transactions)

Address: HDFC Bank Dommasandra, Survey No 183 3 Dommasandra Anekal Taluk,

Sarjapura Road Bangalore Karnataka 562125, Dommasandra -

Karnataka;

**Date:** 20<sup>th</sup> August 2022

**Venue:** Chennai.

**Participation Fees:** Rs. 6,999/- (plus taxes as applicable).

# Trainer's Profile

## Vikram Gupta

Vikram Gupta is currently CEO of the Business Consulting firm, Strategyk Consilium. He was associated with LG Electronics R&D Bangalore from 2009 to 2018 as head of Innovation and New Product Development. He started as a Strategy and HR consultant and worked in India & abroad for nine years, prior to his corporate stint. He is an Innovation Consultant, Leadership Trainer and expert in Institutionalizing Culture of Creativity & Innovation Management System. He is a globally certified Design Thinking Practitioner and recognized as a "Mentor of Change" by Niti Aayog (GoI), acting as an executive coach, assisting entrepreneurs with growth & expansion Strategies. He has also authored two books on the Culture of growth and Innovation - "The Innovator's Code" & "Messages in a bottle".

## Dr. GV Suresh

Dr. GV Suresh is a Management Professional, Socio Cultural Anthropologist and Researcher with 25 years of vast and rich corporate experience, post qualification in Mass Communication, Public Administration, Socio Cultural Anthropology and Business Management from IIM Bangalore and University of Madras. As a corporate professional connected to social sciences and developmental anthropology, he connects Cultural innovation as paradigm to understand and explore Possibilities to recreate successes in any organisation to achieve its goals. He has Worked with MNCs like GE, HP, DELL, Birla Soft, and Indian entities like Shriram Group. Consulted on various subjects like General management, Human Resources, Marketing concepts, Ethnography, research and Public policy.

## Some of the Feedbacks from last workshop:

*"This workshop helped me understood the concepts of Creativity & Innovation, its frameworks and the approach to be followed to make cross functional team working on Innovation projects successful."*

~S. Mohanraj, Senior Director - HR, Mylan Laboratories Ltd.

*"A thought provoking and informative workshop which helped me understood the approach to practice Creativity & Innovation at organisation."*

~Jayaprakash S., AGM - HR, GlobalEdge Software

*"I really liked the Innovation Activities covered during the workshop to help us understand the dynamics of a cross functional team involved in Innovation."*

~Gaurav Saxena, Head of Process & Tools, Schneider Electric

*"It was a very enriching and interactive workshop. The topics covered were very interesting and useful"*

~Arun R., Manager, R&D, NPD, Wendt India Limited

*"This is a Practitioner's workshop. I recommend this to all who really wants to learn the process of Creativity & Innovation from someone who himself practised it for more than 8 years."*

~Aman Gupta, Manger - HR, Bristlecone – Mahindra

*"Innovation Frameworks & Components of Creativity were the highlight for me from the workshop."*

~Manawendra Nath Tiwary, Manager, Innovation, LBrands

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