



Business Thinking Introduction - ½ Day Workshop

Overview

This Business Thinking workshop is focused on the practical application of La Salle Matrix thinking to identify, develop and implement opportunities to take the organisation to the next level. This workshop describes the structure and process for sustainable innovation.

Participants will be introduced the critical components of the 'Business Thinking' Innovation process; the value chain, value proposition, market risk map, S.C.O.R.E, La Salle Matrix thinking, proof of concept and execution.

This process applies to innovation of products, services and and business process including opportunity capture.

Outcomes

Following this workshop delegates will have developed and understanding of the 'Business Thinking' process to finding business opportunities.

Content

Innovation

- What is Innovation
- Why is Innovation Important
- Rolling Growth
- The Value Proposition
- The Value Chain

La Salle Matrix Thinking

- Product Innovation
- Service Innovation
- Process Innovation
- Opportunity Capture
- Matrix Thinking Cards

Market Risk

- The Market Risk Map
- Biggest Risk to Any Business
- Innovation Novelty
- Fast Second
- Consequential Change

Innovation Implementation

- Measuring Innovation Performance
- Creating a Culture of Innovation
- Innovation Circles
- Milestone Planning
- Weekly Planning