Managing Strategic Innovation: Drive Strategic Innovation through Measurable Practices & Organisational Capabilities

Innovation is challenging. It can inspire, disrupt, excite and threaten. Innovation is powerful. It can create new value in all functions and at all levels of an organisation. Above all else, innovation is imperative to remain competitive and not lose ground by standing still.

Innovation management is the process of managing innovative ideas. It starts with the creation of a work environment that supports idea and insight discovery. Beyond that, it crucially continues so that those new ideas are developed, refined and delivered to become a reality. These innovation efforts need to be guided, supported and protected from other competing operational goals and pressures. They need to be tracked, measured and preferably linked to an organisation's overall performance goals and strategy. Through such deliberate management, innovation can become a key delivery component of the strategic agenda of any organisation.

What skills does this programme offer?

This programme is a comprehensive look at the essential processes and practices needed to successfully manage innovative capability. It explores how to guide innovation from idea through to implementation, introducing tools and techniques that help plan, protect and measure efforts along the way. Participants will leave the programme with a clear framework to introduce and embed innovation management practices that complement the strategic goals of their teams and organisation.

Specifically, this programme is designed for leaders, managers, entrepreneurs and enterprising individuals and will enable them to:

- Build the framework conditions that uncover, support and drive the innovative capability of their teams and their organisations
- Embed innovation into the strategic agenda of their organisations.
- Utilise innovation metrics to effectively inform future efforts, opportunities and risks.

How is this programme unique?

This programme recognises that innovation means different things to different organisations. This programme covers over-arching theoretical concepts but also focuses on empowering participants with the practical skills needed to construct, manage and track an appropriate innovative strategy in their work environment. The programme includes four Greenhouse sessions - providing you with the support to develop your plan for tackling your organisational challenge.

Key Information:

**Dates:** Begins 5th October 2022, ends November 30th 2022
(No class on Nov 2nd)

**Format:** 4 x Masterclass Sessions: 10am-1pm,
4 x Greenhouse Sessions: 11:30-1pm

**Cost:** €950. Early Bird Price of €750 if booked before 23rd September 2022

**How to Apply:** Visit [https://www.tcd.ie/tangent/education/shortcourses/hci-managing-innovation/eoi.php](https://www.tcd.ie/tangent/education/shortcourses/hci-managing-innovation/eoi.php)

Click here or Email tangentcourses@tcd.ie
Design Thinking for Strategic Innovation

**Timetable**

**Thurs 5th May**
Masterclass 1: Creative Thinking for Business

**Thurs 12th May**
Masterclass 2: Introduction to Creative Problem Solving

**Thurs 19th May**
Greenhouse 1: Challenge introductions

**Thurs 26th May**
Masterclass 3: Introduction to Design Thinking

**Wed 1st June**
Masterclass 4: Rapid Idea Generation and Insight

**Thurs 9th June**
Greenhouse 2: Idea refinement

**Thurs 16th June**
Masterclass 5: Design Thinking for Strategy and Change Management

**Thurs 23rd June**
Greenhouse 3: Presentation Showcase

Masterclass sessions will be held from 10am to 1pm.

Greenhouse sessions will be held from 11:30am to 1pm.

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**Who is this programme for?**

This programme is designed for mid-senior leaders who have an ambition or remit to become innovation ambassadors within their organisation – including but not limited to those with at least 3 years people management experience.

It is particularly suited to those wishing to provide space for new ideas through empathetic, inclusive and collaborative leadership practices. The programme does not assume any prior knowledge or training in the subject areas.

**Key Information:**

**Dates:** Starts 1st March, Ends 19th April 2022. 8 weeks, every Tuesday morning.

**Format:** 5 x 3-hour Masterclasses and 3 x 1.5-hour Greenhouse sessions via Blackboard, Trinity’s Virtual Learning Environment

**Cost:** €750. Early Bird Price of 550 if booked before 1st February.

**How to Apply:** Visit [https://www.tcd.ie/tangent/education/shortcourses/hci-managing-innovation/eoi.php](https://www.tcd.ie/tangent/education/shortcourses/hci-managing-innovation/eoi.php)