# **Brochure**
Innovation
Programs

We are a Corporate Training organization based in Gurgaon, India. We started in the year 1997 with the objective of, *"Transforming through the learning space"*.

Our clients include Accenture,VMWare,BPCL,NTPC,Nestle,Alcatel,ST Micro-electronics, Powergrid and NHPC.

Insycon has:
- Catalyzed Innovations in marketing, sales, media, operations and HR for Auto, FMCG, Technology, Telecom, Media and Software organizations.
- Conducted an innovation intervention for Accenture.
- Developed the innovation competency for generating software innovations for VMWare.
- Designed Innovation Ecosystems for Alcatel and NTPC.
- Trained innovation facilitators for Mauti Suzuki.
- Trained NTPC personnel on,"Patents".
- Conducted series of Creative Problem Solving workshops for Mahindra and Mahindra.

Innovation Programs

- *Workshop on,"Innovation and Creativity"*
- *Workshop on,"Innovation in Sales/Marketing/Media/HR/IT"*
- *Workshop on,"Customer centered innovation"(Quality Function Deployment).*
- *LSIP on Quality and Innovation*
- *Intervention on Innovation Ecosystem*
- *Workshop on,"Patents"*

Table of Contents

Workshop on,"Innovation"

1. Workshop Objectives:

1.1 Exploration of innovation and its cascading impact on organizational growth and transformation.
1.2 Synthesis of innovation tools and their application for generating innovations.
1.3 Analysis of innovation success and failure patterns.
1.4 Assimilation of the innovation development process.

2. Performance parameters/Deliverables:
        Participants will be able to:
2.1 Generate potent innovation ideas.
2.2 Convert a nascent idea into a potent innovation idea, ready for evaluation and prototyping.
2.3 Assimilate the innovation development process.
2.4 Evaluate the potency of an innovation idea.
2.5 Identify and leverage technology shifts.
2.6 Utilize tools for creative problem solving.

3. Competency Development Process:

| Exercises | Extraction of Tool | Simple Application | Application to KRA |
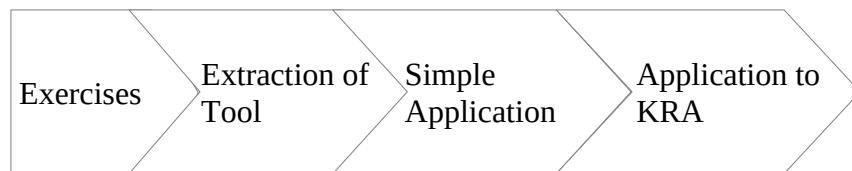
4. Duration: 2/3 days.

©

Workshop: Innovation in Sales

Objectives:

- To identify innovation hotspots in sales
- To generate potent innovation ideas in Innovation hotspots through the application of innovation tools and the innovation development process.
- To select potent innovation ideas in sales for implementation.
- To formulate a plan for implementation of sales innovations generated.

Process:

| Exercises & Discussion | Learning Crystallization | Appication | Analysis & refinement |
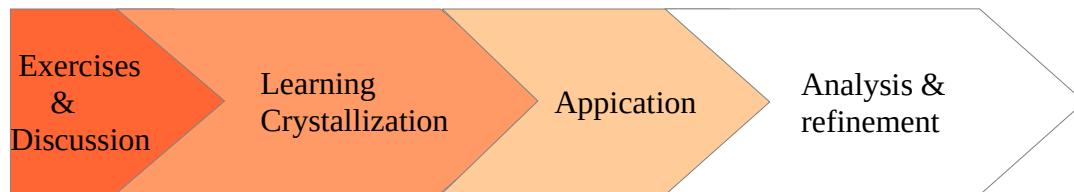
Duration: 2 days.

Workshop pre-work:
- Identification of innovation hot spots in sales.
- Identification of areas where innovations would have a cascading impact on results.

Broad workshop contents:

- Briefing:
  ◦ Workshop objectives.
  ◦ Workshop process.

- Innovation:
  - Necessity of innovation.
  - Link of innovation to growth.
- Trigger scanning(Innovation tool)
  - Utilizing triggers to formulate new mental patterns.
  - Balancing creativity and continuity.
- Application session:
  - Applying Trigger scanning to an innovation hotspot in sales.
  - Generation and presentation of Sales innovations.
  - Selection of sales innovations for prototyping.

- DMP challenge(Innovation tool)
  - Mapping the Dominant mental pettern related to an innovation hotspot in the sales process.
  - Challenging the dominant mental pattern to create new alternatives.
- Application session:
  - Application of DMP challenge to an innovation hotspot in Sales.
- Multi-fusion:(Innovation tool)
  - Fusing the dominat mental pattern of the sales sales strategy with:
    - Parameter benchmarks.
    - Function benchmarks.
    - Different knowledge domains.
  - Application to an innovation hotspot in Sales.
- Prototyping:
  - Selection of Potent innovation ideas in Sales for prototyping.
- Action Planning
  - Protyping plan for selected Sales Innovations.

Workshop: Customer centered innovation

1. **Objectives:**

   1.1 To comprehend customer needs and their links to customer satisfaction.

   1.2 To identify market segments.

   1.3 To convert customer needs into prioritized service/product value goals.

   1.4 To map processes for achieving service/product value goals.

   1.5 To formulate an action plan for achieving service/product value goals.

2. **Pedagogy:**

   2.1 Process:

Perception expansion	Assimilation	Application	Analysis & Synthesis

   2.2 Tools:

   - ◦ Animation
   - ◦ Group exercises
   - ◦ Presentations
   - ◦ Cases
   - ◦ Live applications.

3. **Workshop Contents:**

3.1 Unfreezing exercises.

3.2 Briefing:
- Workshop objectives.
- Workshop process.

3.3 Voice of customer analysis:
- Kano model of ,"VOC(Voice of customer) analysis".
- Differentiating between dissatifiers,satisfiers and delighters.
- Live application.

3.4 Converting VOC (Voice of customer)into service goals:
- Prioritizing customer needs.
- Benchmarking the organization vis-vis competition.
- Setting goals for Service delivery/Product value.

3.5 Mapping processes:
- Mapping processes underlying service/product value goals.
- Generating process innovations.

3.6 Action planning:
- Action planning for achieving service/product value goals.

4. Workshop Duration: 2 days.

Intervention: Innovation Ecosystem

1. Preface:

Multiple systems need to be deployed to usher in a culture of innovation in the organization. These multiple systems integrate to form the innovation ecosystem of an enterprise. This workshop is formulated to design such an Ecosystem.

2. Objectives:

- To design a customized innovation ecosystem for the organization.
- To design the following subsystems of the innovation ecosystem which would interact and collectively raise the level of innovation in the organization:
    - Innovation competency development and application opportunity.
    - Innovation hot spots.
    - Innovation development process.
    - Innovation support structures.
    - Innovation index

3. Participants: Top management team of an enterprise.

4. Workshop Process:

Perception Expansion → Assimilation → Subsystems of Innovation Ecosystem → Customized Innovation Ecosystem Development
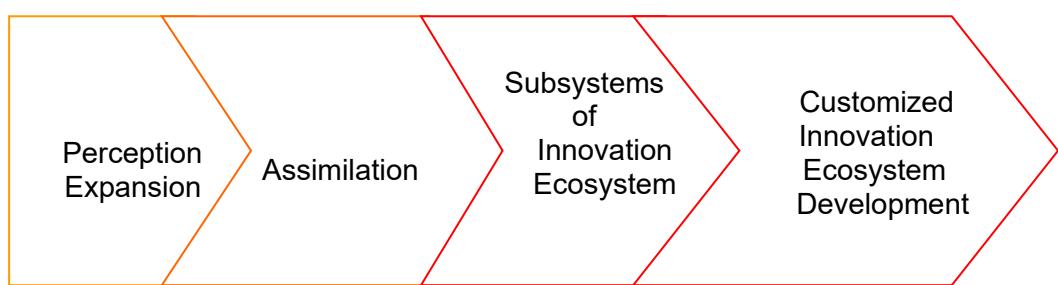
Proposal: LSIP on Quality and Innovation
(Large Scale Interactive Process)

1.Objectives:
- To deploy the LSIP to identify and resolve Quality issues.
- To enable the participants to isolate the critical issues impacting quality.
- To catalyze the application of Quality tools to resolve Quality issues.
- To enable the participants to design solutions to Quality problems.

2.Pedagogy:
2.1 Pedagogic Process:

LSIP Process → Glads/Mads /Sads → Resolution Of Mads/ Sads
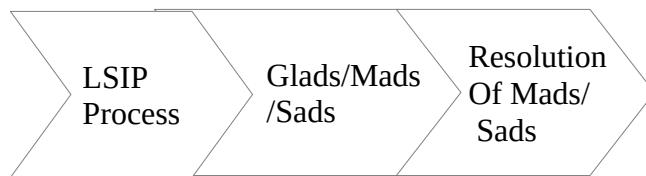
2.2 Pedagogic Tools:
- Role play
- Experiential learning
- Group exercises.
- Live application of tools embedded in the LSIP.

3. Workshop Contents:

3.1 Unfreezing exercises.
3.2 Briefing:
- Workshop objectives.
- Workshop process.

3.3 LSIP:Perception expansion
- Need.
- Cases.
- Case analysis.
- Extraction of the LSIP process and key learning points.

3.4 LSIP:Simulated application:
- Simulated application of the LSIP with the learners as LSIP participants.
- Extraction and assimilation of the LSIP process.
- Identification of ,"Key learning points".
- Identification of failure points.

3.5 LSIP :Alternative formats of data catalyzation:
- Glads/Mads/Sads
- SWOT analysis
- Appreciative inquiry.

3.5 Faciltating LSIP:
- Selection of Quality agenda.
- Deployment of the LSIP process.
- Deployment of alternative formats.
- Experiential learning.

3.6 Embedded tools:
- Why and when to deploy the following embedded tools:
  - Trigger scanning.
  - DMP challenge.
  - Fish bone diagrams

3.7 Facilitating the development of potent innovation ideas.
- Stages of idea development.
- Elements of a valuable idea.
- Converting raw ideas into valuable ideas.
- Converting valuable ideas into potent innovation ideas ready for presentation.

3. 8 Innovation development process:
- Raw idea to innovation.

3.9 Consolidation of LSIP competencies and process.

Workshop on Patents

1.Perspective:

　　　Patents are the new milestones that indicate organizational strength and capability.They are leading indicators of the future success of an organization.Patents ensure that the innovations generated by an organization are used for generating a competitive edge and are not usurped by competitors.

2.Objectives:

    2.1 To explore the impact of patents on organizational success.
    2.2 To assimilate and analyze the subject matter of patents.
    2.3 To assimilate the ,"Patenting Process"
    2.4 To identify patentable inventions in the organization.
    2.5 To apply the patenting process for preparing the requisite documents for a patentable invention.

3.Pedagogy:

    3.1 Pedagogic process:

Discussion	Extraction of principle	Application	Outcome Analysis
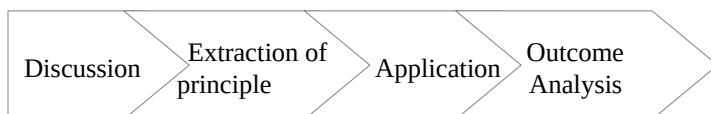
4.Workshop outcomes:

    Participants will be able to:
    4.1 Describe the value of patents and patenting.
    4.2 Determine whether a given innovation is patentable or not.
    4.3 Specify as to what cannot be patented.
    4.4 Map the patenting process.
    4.5 Give guidelines for the preparation of patenting documents for a given innovation.

©

5. Workshop Contents:

    5.1 Unfreezing exercises.

    5.2 Briefing:

        5.2.1.   Workshop Objectives.

        5.2.2.   Workshop process.

    5.3 Consolidation of Questions of participants.

    5.4 The context of patenting

        5.4.1.   Top organizations of the world in patents.

        5.4.2.   Country-wise positions in patenting.

        5.4.3.   Impact of patenting on economic growth.

        5.4.4.   Impact of patenting on society.

    5.5. Patent:

        5.5.1   Meaning

        5.5.2   Utility

    5.6 Subject-matter of patents:

        5.6.1.   Invention.

        5.6.2.   Key parameters of an invention.

    5.7 Determining patentability:

        5.7.1.   Determining novelty.

        5.7.2.   Determining inventive step.

        5.7.3.   Determining industrial application.

    5.8 Case discussions on patentability.

    5.9 Non-patentable inventions.

    5.10 Application exercise on patentability.

    5.11 Patent application:

        5.10.1 Persons entitled to apply.

        5.10.2 Form of application.

        5.10.3 Provisional and complete specifications.

        5.10.4 Contents of specifications.

    5.12 Patenting process:

        5.11.1 Process map from filing of application to post grant opposition of patent.
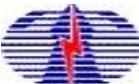
        5.11.2 Pre and post grant opposition.

    5.13 Application exercise on,"Preparing a patent application".

6. Duration: 2 days.

Innovation Programs and clients

S. No	Clients	Project(s)/Workshop(s)
1.	**vm**ware·	• Innovation
2.	Alcatel·Lucent	• Designing an Innovation Ecosystem • Innovation in Key Growth Areas
3.	Airtel Express Yourself	• Innovation in Marketing & Sales • Innovation Tools for Six Sigma Black belts
4.	NTPC	• Creative thinking • Creative Decision Making • Innovation Ecosystem
5.	STMicroelectronics	• Innovation & creativity

6		• Innovation in Packaging
7		• Series of innovation workshops
8		• Innovation & Creativity(Gillette India) • Innovation workshop (Gillette Shanghai) • Training the Trainer (Gillette Shanghai) • Innovation in Marketing • Innovation in HR
9.	**PowerGrid**	• Innovation & Creativity
10.		• Creative problem solving
11	**Jai Bharat Maruti**	• Innovation & Creativity
12		• Innovation & Creativity • LSIP for identifying and resolving Quality issues at the shop floor.

14.	gsk GlaxoSmithKline	• Innovation in Sales
15	RANBAXY LABORATORIES LIMITED	• Innovation in R&D
16	MindShare	• Innovation in Media
17	A	• Skills for Innovation & Creativity
18	WIPRO Applying Thought	• Innovation & Creativity
19 Power HR Forum		• Innovation in HR
20	IBM	• Creative Problem Solving & Decision Making
21	accenture High performance. Delivered.	• Innovation workshops for top talent • Innovation workshop and hand holding sessions for ,"Innovation in HR"