2-day Innovation Workshop Agenda

WORKSHOP OBJECTIVES:
- Introduce tools for innovation
- Apply the tools to identified opportunity areas with the goal of differentiating ourselves from competitors

DESIRED OUTCOMES:
- Plan to pursue one (or two) agreed upon opportunity areas
- Innovation mindset and tool kit to take home
- Specific questions to reach out to the broader community

ASSIGNMENT:
- Please read the article, "Finding the Right Job for your Product", prior to the Monday workshop. As you read the article, think about who we should be innovating for (i.e., target client), and what their "job" is.

AGENDA:

	Activity	Objective
9 – 9:30AM	Welcome, introduction, objectives/agenda	- Share workshop objectives and agenda - Introduce workshop facilitator and participants - Why innovation?
9:30 – 10:30	Introduce innovation process and tools	Define innovation, outline process, and share concepts and best practices
10:30 – 10:45	Break	
10:45 – 12:15	Gathering insights: "Client" Interview	- Introduce insight generation tools to help understand the problem and identify opportunity areas - Gather insights through mock interviews. Practice interview skills to understand jobs-to-be-done, circumstances, job steps, barriers, and workarounds
12:15 – 1PM	Lunch	
1:00 – 2:30	Job mapping	- Deconstruct job-to-be-done: how does the client go about achieving their job? - State desired outcomes - Develop a problem statement
2:30 – 3:00	Opportunity areas – Group discussion	- Each group shares problem statement - Large group discussion of opportunity areas
3:00 – 3:15	Break	
3:15 - 4:15	Driving forces of change	Consider what changes are likely to take place in our world, understand the driving forces of change, and discuss how to take advantage of it
4:15 – 5:00	Problem statement	Define and prioritize a problem for the group to solve
5:00 – 5:30	Tools for idea generation	Introduce tools that can help in generating ideas to address the defined problem

	Activity	Objective
8:30 – 9AM	Review Day 1 work, questions/comments	• Review the job map and problem statement • Refine, having 'slept on it' • Address questions/comments before moving on
9:00 – 10:30	Idea generation	• Use ideation tools in breakout groups to trigger multiple ideas • Converge on prioritized ideas
10:30 – 10:45	Break	
10:45 – 12:00	Develop prototypes and Idea Resumes	• Visualize the idea, build out, or act out in order to make it tangible and easy to communicate • Develop Idea Resume
12:00 – 1:15	Working lunch; Idea Pitch + prioritize	• Each group makes a pitch of their idea • Prioritize idea(s) to move forward
1:15 – 2:15	Identify critical unknowns and assumptions	• List what we need to find out about the problem and what assumptions we're making that needs to be tested
2:15 – 3:00	Plan insights gathering process	• Discuss method of insights gathering (e.g., IdeaExchange, client survey) • Specify question to ask the larger community
3:00 – 3:30	Discuss next steps	• Discuss how to move forward
3:30PM	Adjourn	