
‘Making Innovation a Way of Life’ Training Series for Salesmakers



April 2014

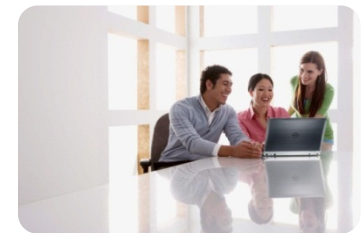
Innovation Training Executive Summary

Background and Business Opportunity

Training series to inspire and instil an innovation culture in the Services team. The changing business environment and Dell's strategy have necessitated that we approach services sales using more innovative approaches that will yield competitive advantage in the marketplace. The training will provide the sales makers with tools and techniques to apply in sales and an innovative cross company culture.

Logistics:

- **Interactive training series** utilising mixed delivery **over a scheduled 4 week timeline:**
 - **Web Based Training (WBT)**
 - **Virtual Instructor Lead Training (VILT)**
- Start date: **these sessions are held once each quarter**
- Primary Attendees: **CEs, SSEs, SAEs and SA organizations**
- **Communications plan defined in advance** to set context, training series duration, what to expect, recognition for attending and pre-work required
- Recommended Slot: **Generally, a morning and an afternoon session**
- Total Time: **8.5 hours Interactive Training,**
- Session Duration: **WBT: 30mins, VILT: 120Mins,**
- **Accreditation: SABA**



Acronyms: 'WBT' – Web Based Training; 'VILT' – Virtual Instructor Lead Training; '



High-level Training Content Schedule

1

'Basics of Innovation' > Delivery: WBT & Multimedia 30mins

2

'Innovative Culture'> Delivery: VILT 120mins

3

'Innovation Architecture'> Delivery: VILT 120mins

4

'Innovation Application' > Delivery: VILT 120mins

5

'Hackathon Preparation' > Delivery: VILT 120mins (currently on hold)



SSG ICC Innovation Training Principles

Overall Aim

Inspire and instil an innovation culture in Dell Services team

Principle 1

Give the team tools on how to 'make innovation a process'

Principle 2

Ignite and light the fire in our sales makers

Principle 3

Help encourage Salesmakers to be thinkers, thinking ahead

Principle 4

Interactive session to encourage active participation

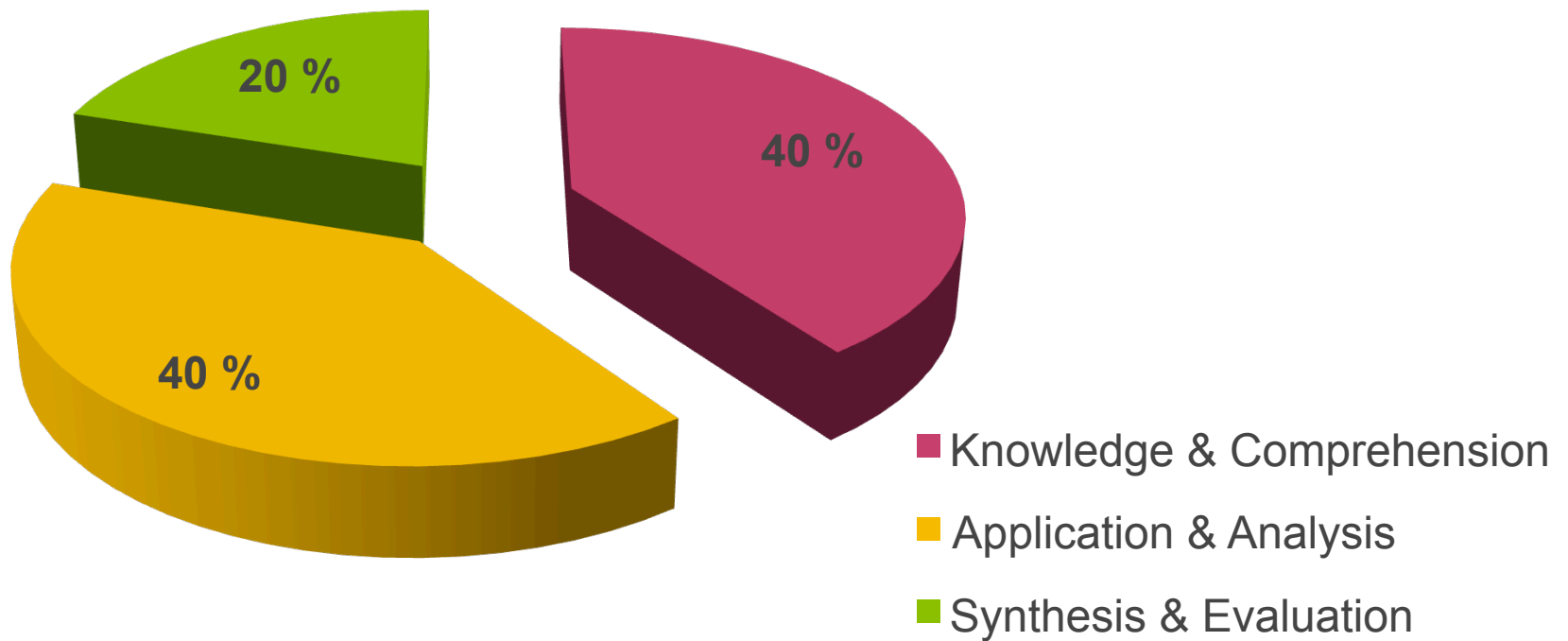


Training Content Details



Content Analysis

Content Type



Content Outline

Module 1: Basics of Innovation (WBT)*

- Defining Innovation
 - Products, Processes, Business Models
- Degrees of Innovation
 - Sustainable, Breakthrough, Disruptive
 - iTunes example
 - View of the customer
- Approach to Innovative Thinking
 - Divergent vs. Convergent
- The Perfect Storm 2.0
 - What it takes to succeed
 - How Dell is preparing
 - What different stakeholders need
- Introduction to Innovation Architecture

*WBT – Web-based Training



Content Outline

Module 2: Innovative Culture (*VILT*)*

- Opening Exercise
 - Refresh on terminology and concepts learned in Module 1 WBT
- Innovation and the Changing Business Environment Lecture
 - Future of IT, Velocity of change, competitive landscape...
 - Knowledge check
- Innovation in the future at Dell
 - Envision the future if Dell develops an innovative culture
 - Characteristics of an innovative culture – what works, what doesn't
- Crowdsourcing Exercise
 - Introduce as a key tool
 - Crowdsourcing assignment to be completed before next session



Content Outline

Module 3: Innovation Architecture (*VILT*)*

- Crowdsourcing Exercise Debrief
- Innovation Architecture Elements
 - Foresight, Insight, Marketing Innovation, Customers and Frameworks
 - Inputs/Outputs, Key skills, tools, examples, resources
- Megatrend Exercise
 - Use megatrends and the foresight work available
 - Introduce and use STEEP data
- Architecture Exercises
 - Build skills in using / performing various aspects of the innovation architecture in current job role.
 - Building set of exercises around a case study – end with assignment to be completed before next session



Content Outline

Module 4: Innovation Application (*VILT*)*

- Architecture Exercises
 - Build skills in using / performing various aspects of the innovation architecture in current job role.
 - Building set of exercises around a case study – start with debrief of assignment from module 3
 - Continue exercise as groups create innovative solutions
- Rounding out the Innovation Architecture
 - Lifetime customer view
 - Innovate for market challenges
 - How to measure innovation



Content Outline

Module 5: Hackathon Preparation (*VILT*)*

- Preparation for participation in a hackathon

Highlights:

- This session walks through the preparation for Hackathon, which is a half day collaborative exercise where teams comes together to work on ideas for innovation.



Thank you!

