

BREAKTHROUGH INNOVATION PROGRAMME

OVERVIEW

The **Breakthrough Innovation Programme** brings you as a business leader through a **disciplined 11 point Innovation Framework**, enabling you to **discover and analyse where the innovation potential lies within your business**. It shows you how to capitalise on opportunities to drive business growth through innovation.

As a business leader you are on a continual journey of delivering value to customers. **Are you looking to step up a gear or adapt to a changing business environment to take your business to the next stage?**

If so then the Breakthrough Innovation Programme is for you

- ▶ **Do you have a burning ambition to grow your business?**
- ▶ **Do you find yourself wishing you could create more/new value points to improve or transform your business?**
- ▶ **Do you ever wonder if there is a more effective way of doing business?**
- ▶ **Are you unsure where within your organisation, with whom in your business delivery ecosystem, or how to go about innovation to deliver impactful change?**
- ▶ **Do you need the right tools and processes to implement innovation led change in your organisation?**
- ▶ **Do you need a disciplined approach to tackle the innovation challenge?**



GROW... STRIVE... ELEVATE

What do the likes of Amazon, Apple, Ryanair, Kerry Group, Kingspan, Google, Medtronic, Microsoft, Nespresso have in common? Their **competitive advantage stems from sophisticated innovation** that goes beyond mere product performance and features. Knowing where within your organisation and with whom across your business delivery network to innovate is as important as knowing how to innovate.

PROGRAMME STRUCTURE

The Breakthrough Innovation Programme is a five-step programme that challenges you to



EVALUATE YOUR STATUS QUO

A comprehensive innovative capability assessment diagnostic, delivers a 360 degree analysis and report on your organisations innovation capability and capacity. It assesses where the potential to innovate is within your business across 11 functional areas, going beyond simple product and service innovation



EXPLORE OPPORTUNITIES: "WHERE AND WITH WHOM TO INNOVATE"

A comprehensive 11 point innovation framework which enables you to systematically identify, explore and evaluate opportunities to evolve, adapt and improve your business



DISCOVER OPTIONS: "HOW TO INNOVATE"

A structure to analyse, review and construct operational changes to enable your business to innovate more effectively



CONSTRUCT AN IMPLEMENTATION PLAN

A plan of action to ensure you succeed in pursuing the opportunities and connect with the Irish innovation ecosystem of researchers, collaborators and funders



IMPLEMENT YOUR PLAN

A process, incorporating 1:1 mentorship, to help you keep on track with your plan, review progress and ultimately benefit from business growth



PARTICIPATION, COMMITMENT AND OUTCOMES

Your commitment is €50 and 25 hours of time. Included in this are 9 micro online and offline sessions delivered over a c.4 week period. The programme will be delivered by a qualified innovation mentor. The Breakthrough Innovation Programme will enable you to understand and deliver innovation led change that will **drive the long-term growth and survival of your enterprise**.

Fully immersing yourself in the Breakthrough Innovation Programme and following through on your implementation Plan will increase your capability to deliver **revenue growth, export growth, improved profitability, greater efficiency, increase employment, more engagement with the Innovation Ecosystem**, including funders, innovators and the research community. It will drive **fresh impetus** into your business and ultimately lead to a more **sustainable enterprise** delivering value to customers.

SIGN UP

REGISTER YOUR INTEREST HERE for a place on one of the upcoming programmes. Contact us for more detail on what the programme entails.

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BREAKTHROUGH INNOVATION PROGRAMME

delivered by



In partnership with

