



THE INNOVATION SYSTEM

1.1. Introduction

Agenda

1. Objectives
2. Program overview
3. Practicalities
4. Creating your own schedule
5. Pro tips



#1

in global
market share*

#1

in customer
ratings**

121%

avg. annual growth
in paying customers



Wake up.
Kick ass.
Repeat.

* Number of active deployments, source: Gartner, 2019

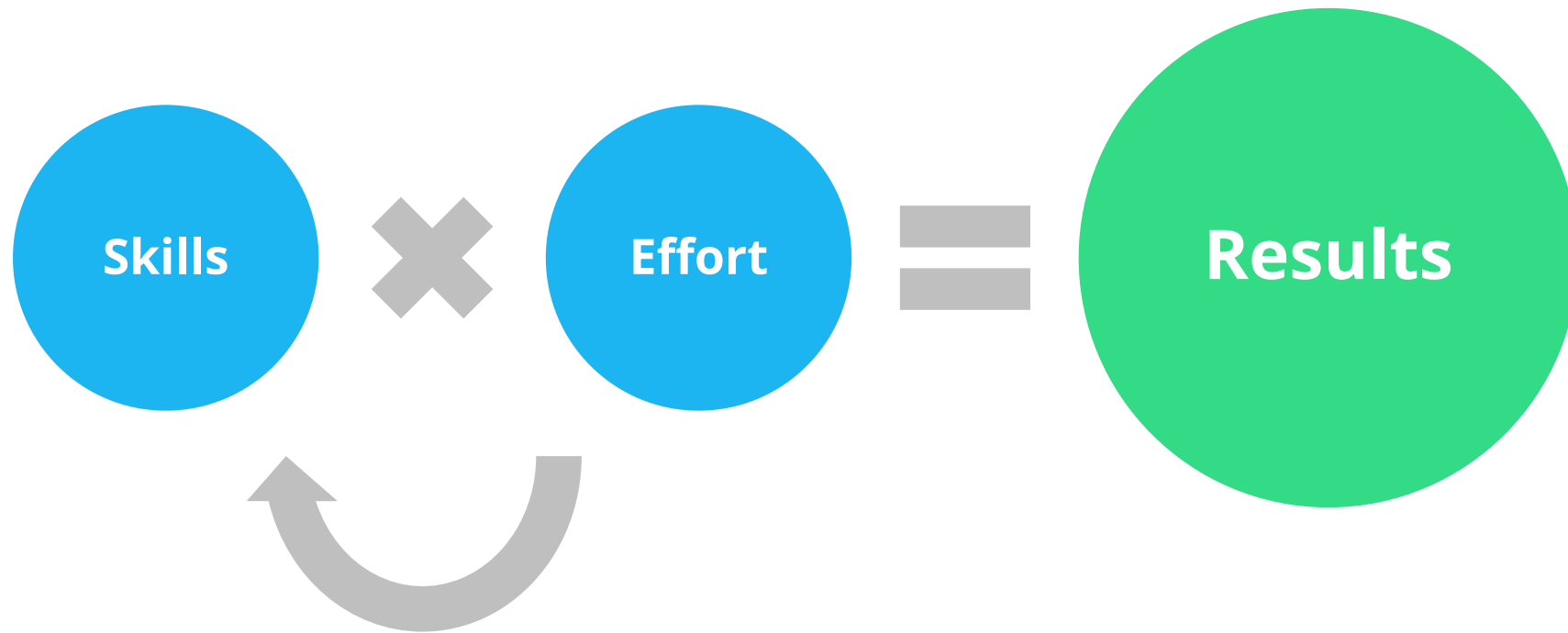
** Avg. of all reviews, source: Software World; 2018, 2019, 2020



1. Objectives

- **Make you into a successful innovator**
- **Help you create measurable business value with innovation**





2. Program overview



3. Practicalities

- Every module has lessons
- ...but also assignments, practical tools and templates that you can use in your own work
 - ▶ To get the certificate, you need to complete the assignments
- List of additional resources for each module
- Access to our peer-to-peer matchmaking
- Access to 1-on-1 coaching (Pro plan only)



4. Scheduling

- **Program is self-paced**
- **Estimated workload:**
 - ▶ 10 hours for lessons
 - ▶ 20+ hours for exercises
- **Recommended pace: 8 weeks**
- **Set aside time from your calendar each week!**



5. Pro tips

- Reserving time from your calendar is key
- The more thought and time you put in the exercises, the better the results
- If possible, start implementing the plans already during the course
- Be prepared to iterate your processes
- Use the peer support
- Remember: best innovators never stop learning!



Exercise 1.1.

Reflection

1. Why are you personally on the course?
2. Why do you want to drive innovation in your organization?
3. What are your strengths and weaknesses when it comes to change & innovation?



A friendly-looking robot with large, expressive eyes and a name tag that says "Pepper". The robot is holding a tablet. The background is a blurred, futuristic setting with blue and white tones.

WELCOME ONBOARD!

v//ma