THE INNOVATION
SYSTEM

1.1. Introduction

Welcome to The Innovation System by Viima!

This is an online course and coaching program for those who want to use innovation to drive change and real business results.

I'm Jesse, co-founder and chairman here at Viima, and I'll be your instructor for this program.

Agenda

1. Objectives

2. Program overview

3. Practicalities

4. Creating your own schedule

5. Pro tips

- On this first lesson, we'll briefly cover the basics and practicalities regarding the program, so that you have an idea of what to expect.

- Before we get started, I'd like to give you a quick overview of Viima to give you a better idea of who we are and why we've built this program

- So, Viima is the most widely used and highest rated innovation management software out there.

- As I'm recording this, more than 10,000 organizations from around the world have signed up for our software, and we've worked closely with hundreds of them in the last seven or so years that we've been in business

- Now, when we were first starting out, we quickly realized that most organizations around the world just weren't very good at innovation.
- There are some large companies that are great it, and there are obviously thousands of startups that continue to innovate, but the vast majority of organizations didn't.

- So, ever since, we've made it our mission to help fix this by democratizing innovation and providing organizations with the tools and knowledge needed to make more innovation happen.

- And, even though our software is a great tool that can really help with that, it's still just a tool and a tool is ever only as good as the people wielding it.
- So, to really succeed in our mission, we knew we needed to do more than that, and this coaching program is one of the big initiatives we're doing to pursue that goal.

1. Objectives

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

- **So, let's start by getting this out of the way: being an innovator is never easy, but it's an especially tough job in most medium and large organizations!**
  - It takes a wide variety of different skills and knowledge, and you need to navigate a complex maze of conflicting interests within the organization.

- So, with that background, this course is primarily designed for what we call corporate innovators, which means people working on innovation in medium and large organizations, but even if you're an entrepreneur or work in a small organization, most of the lessons will still be very relevant for you as well.

- Overall, the aim of this course is pretty straightforward.

- First, we want to help you a become a better innovator.
- Second, we want to provide you with the tools and the information needed to really succeed in creating tangible value with innovation.

- We know it's a bit of a cliché, but innovators really are the true heroes of our modern work life, and we really want you to become one within your own organization.
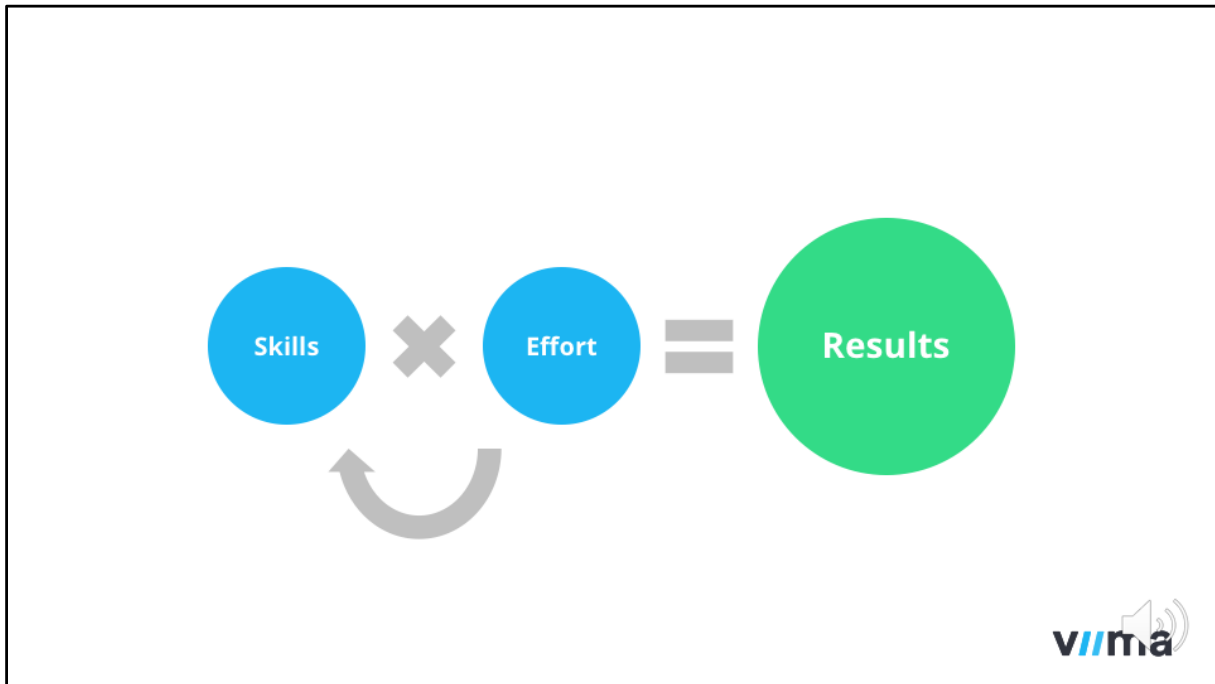
- Now, the universal equation to getting real results in anything is pretty straightforward.

- It's the skills you have, times the effort you put in.
- So, if you don't have any idea about what you're doing, you won't get any results.
- But also, even if you have all the skills in the world don't put in the work, you won't get the results,
- …and that is very much the case with innovation as well.

- The good thing there is that even if you're not the best innovator in the world just yet, if you put in the effort and work hard to try to do it, you'll eventually learn the skills, and that will in turn lead you to get much better results!

- The lesson here is that innovation never happens by planning and coming up with ideas, it happens by doing, and when you do, you'll always run into some practical challenges, but that's just a part of the journey.

- So, while we can't do all of that work for you, you can learn from our and our customers experiences to save quite a bit of time, effort and completely avoidable

mistakes.
- And, we'll also be there to help you get past most of the common obstacles that you're without a doubt going to come across.

2. Program overview

1. Fundamentals

2. From vision to an actionable plan

3. Making innovation happen

4. Scaling innovation

- Looking at the program, it consists of **four modules.**
  - We'll start by covering the **fundamentals of corporate innovation**. There's obviously tons and tons of information on the topic, so we've worked hard to condense the material down into the essentials.
    - The first module will mostly consist of theory to lay the background for the practical work coming up in future modules, so for those of who you already know the fundamentals, you can blaze through this part pretty quickly.
    - At the end of the first module, we'll assess the innovation maturity of your own organization, to provide you with a better understanding of where you currently are, and what the next steps should be for you going forward.
  - The **second module** is a very important one.
    - In most organizations, there often isn't a common understanding of what innovation even means, let alone a concrete plan on how to make it happen
    - So, in the second module, we'll help you build your own innovation strategy, and more importantly, a high-level overview of a concrete plan for implementing it

- Now, I do want to give you heads-up: strategy work is always challenging, so if your organization hasn't been doing innovation, this module can be quite laborious and perhaps even feel a little overwhelming for some of you.
- But, there's no need to worry: Most organizations can't really craft a brilliant strategy out of the gate, it's often something that will become clearer as you start working on it, both throughout the rest of the course and in your day-to-day
- The third module is where we'll move to the practicalities of what it actually means to try to make innovation happen, and all of the challenges associated with that.
  - By the end of that module, you should already be applying your skills towards making tangible value for your organization.
- Finally, we'll move on to a topic that very very few organizations ever master, and that is **scaling innovation**.
  - Now, this will be advanced material, and in all honesty, most of you probably won't get to apply all of the stuff from this module right away.
  - Regardless, it's important for you to have the tools and the understanding required for scaling innovation so that you can gradually start steering your organization towards that direction and unlock all of the potential innovation could have for your organization.

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)

- Moving on to the practicalities...
- ...each module is going to have a bunch of video lessons that form the backbone of the course.
- That's where we'll be going through all the theory and where we'll also introduce the assignments for you

- The assignments and exercises are going to be very practical and are designed to help you apply that knowledge and take concrete steps towards creating value with innovation

- Now, if you're like most others on this course, you might not have the authority to just decide on things like what the innovation strategy for your entire organization should be, but don't let that stop you.
- Just do your best to think about how you think innovation should be done in your organization, and you can then start working towards those goals as best as you can and later persuade others to give you the green light on some of the bigger matters.

- Now, we know that you're busy, so we want to keep this course very practical and

concise, so we'll focus on covering the essentials, and will then provide you with additional resources you can use to dive deeper on each of the topics.
- These materials might be books, blog posts, videos, and so on.
- **Reading all of these additional materials obviously takes a lot of time, so they're only there to help you, but are not necessary to complete the program**

- Now one of the benefits of being our customer is that you'll also gain access to our peer-to-peer innovator matchmaking.
  - We've heard from our customers time and time again that being an innovator in a large organization is often a very lonely job.
  - You probably don't have that many people to exchange thoughts with, or anyone that could really challenge your thinking.
  - We've also heard from many of our customers that they really like to benchmark their processes with other innovators, so we've answered the call with our matchmaking service, which is a part of the program.
  - When you first joined the course, **you should have received an email with a link to a form for signing up for the P2P matchmaking.**
    - Once you fill that in, we'll get to work on finding the best possible match for you, so make sure you do that. If you can't find the link, just let us know by emailing support@viima.com.

- In addition, if you chose to opt for the PRO version of the program, you'll also have 1-on-1 sessions with Viima's coaches.
  - The plan includes four 1-on-1 sessions, so we recommend you have one at the end of each module, once you've completed the exercises. That way your coach can help provide feedback for your plans, as well as help you with anything you may have struggled with.
  - Signing up for the 1-on-1 coaching happens via the same form as the peer-to-peer matchmaking. Once you fill that in, one of our coaches will soon be in touch with you to introduce themselves.

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!**

- Now one of the benefits of this online, self-paced format is that you can work on the course from anywhere and whenever you just have the time
- There is, however, a downside to all this freedom as well, and it is that you need to take responsibility for going through the program on your own

- In our experience, when you don't have a specific forcing function like having to be at a specified place at a specific time, busy people tend to not complete these kinds of "optional things", no matter how useful they would be in the long run.
    - I've certainly had that happen to me before!

- So, what should do you do about this?
- It's quite simple, really.
- Just set aside a regular timeslot from your calendar for this program each week!

- The recommended pace for the course is two weeks per module, so given the estimated workload of the course, that basically means setting aside a couple of hours, and if you can, half a day per 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!
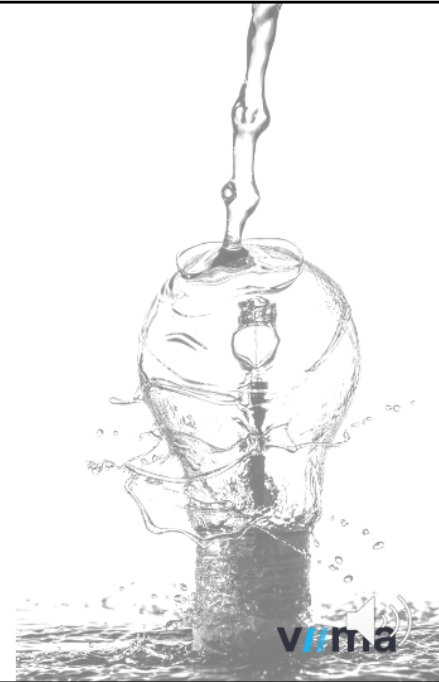
- So, like we just mentioned, it's absolute vital that you reserve time from your calendar for this program each week.
  - If you're really busy, it can even be just one hour a week, just make sure there's a slot somewhere in your calendar!

- While the information we'll provide you with is valuable in and of itself, the exercises are the key here since those are what you'll eventually use to drive actual business results.

- If you're in a position where you can start to implement some of the lessons you've learned during the course, I'd highly recommend you start doing that as soon as possible.
  - The point here is that even through the exercises will provide you with a solid starting point, you should be aware that even the best of plans never survive first contact with reality!

- So, be prepared to adjust and iterate the processes you create during the course.
  - The first version will never be perfect, but don't let that discourage you! It's the same for everyone else too.

- That's also where the peer support and coaching can really be helpful.
    - If you're struggling with some aspects of the course, you can always reach out to your peer for help. It's quite likely that they've also battled with the same issues before.

- And finally, to conclude, remember that the best innovators on the planet never stop learning!
    - Once you've completed this program, you should be well on your towards making more innovation happen, but this is still just the starting point on your journey.

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?
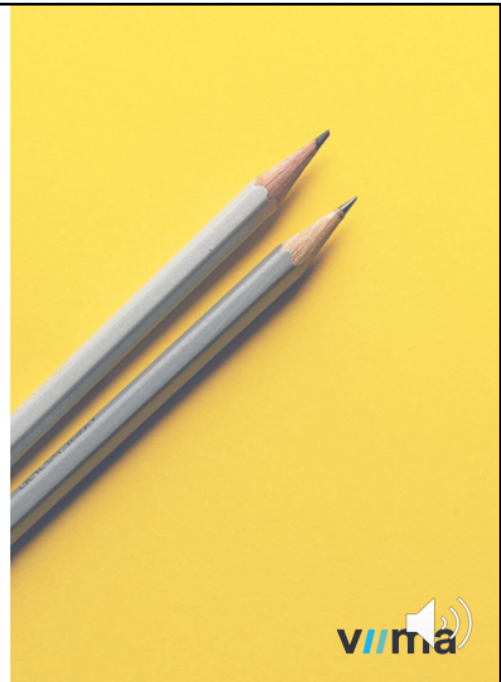
- Now, even though most of the exercises will occur later on during the course, we'll have our first exercise now to kick off the course.

- The idea here is to simply take a couple of minutes and reflect on why you're actually on this course.

- This will help you focus on what matters, and can also serve as a basis for your discussions with your innovation coach on the Pro version.

- So, just take a few minutes and write down a couple of sentences or bullet points to each of these questions. You'll find instructions for submitting the exercise from

the lesson notes.
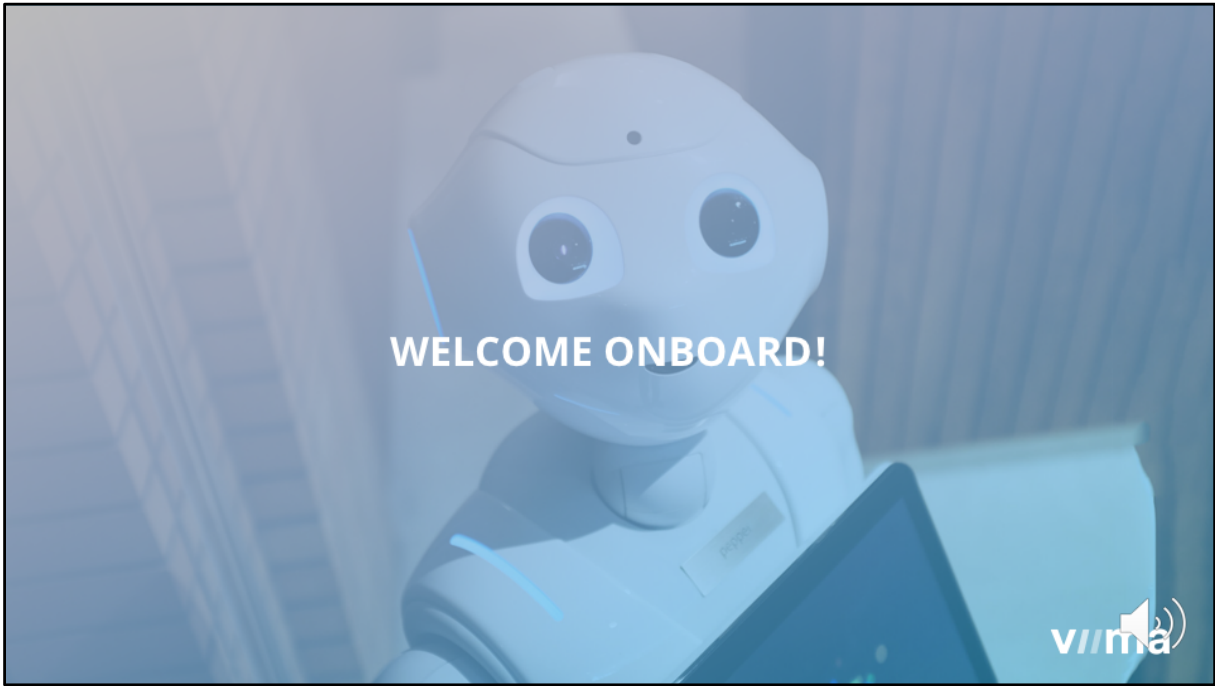
So, welcome onboard, and see you on the next lesson!