



Strategic Innovation Training.

Who is this training for?

- Innovation Leaders
- Board Members
- Senior Managers
- Strategy Teams

Relevant to B2B and B2C markets

Relevant to all industry sectors



" This training has prepared us for a complete rethink of our strategy. Which we now we would have to do. We're a lot more confident now—about our challenge ahead."

**Finance
Director
Clothing Retail.**

Strategic innovation is concerned with identifying **growth strategies** that will increase your revenues and profits.

Learn how to search your environment for opportunities and to carve out a highly differentiated, sustainable market position for your organisation.

Analyse your business context in new ways and identify potential growth strategies.

Overview of Training.

1. **Proven processes** to help you assess, evaluate and innovate your business context and business models. This means you'll understand how your industry and organisation evolved and discover the full range of options open to you now. You'll understand how different trajectories might impact business performance.
2. **Tools and techniques** that help you gain a rigorous understanding of your competitive environment and stimulate your creative and insightful thinking about future strategy
3. Access the **resourceful mindstates** for Strategic Innovation. Gain confidence to assess and manage the risk of new growth opportunities.

Great Returns on Your Training Investment.

- **Strategic Innovation enables you to make a step change in organisation performance. It helps you broaden your innovation perspective so you can generate new revenues and profits from multiple new sources.**
- **Identify the 'most productive' innovation opportunities—broaden your focus beyond 'new product development'.**

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Learning Highlights

What You'll Learn.

- The difference between strategy as analysis and strategy as innovation.
- How to innovate to achieve superior financial performance.
- How to map your business context.
- Understand how your company creates value and capitalise on it.
- How to redefine the market—to your benefit
- How to **evaluate** your business context
- How to **innovate** your business context
- The role of business model innovation and how to do it.
- How to balance customer needs and stakeholder requirements.
- How to plan investment in innovation portfolios
- Understanding and **managing risk** in innovation

Why That Matters

- You'll be better placed to generate new revenues and profits from new propositions.
- Enables you to focus on the future and brand new growth opportunities.
- You'll be clearer about the return on your innovation investment and how to maximise it.
- Builds on your organisation's **key competences** so you can develop **competitive advantage** for the long term.
- You'll be thinking in a more creative and entrepreneurial way, and better opportunities will become apparent.
- You'll move beyond the narrow confines of product and service innovation that are easily copied, and develop a more sustainable platform from which to compete.
- You'll have **new confidence** to succeed at Innovation.

Why Choose Anatellô for Your Strategic Innovation Training?

- We are specialists in Strategic Innovation. We have our own body of knowledge and also draw on world class research in the Strategic Innovation field.
- Our courses are experiential which keeps participants engaged.
- Our trainers and facilitators have extensive experience of the theory and practice of Strategic Innovation. They can respond to the unique interests and aspirations that participants bring to the training.

Learning Format

- 3 days face to face + 1/2 day follow up
- Highly Experiential - keeps team engaged
- Balance of theory and practise.
- Case studies
- Practise on your real live challenges.

Want to know more?

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Anatello[^]

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