

Learn how to facilitate innovation projects

LEARN WHILE DOING: GET TEAMS FROM IDEA TO CONCRETE OUTCOMES WITHIN 6 MONTHS

Learn how to set innovation teams up for success and have each team deliver concrete outcomes within 6 months.

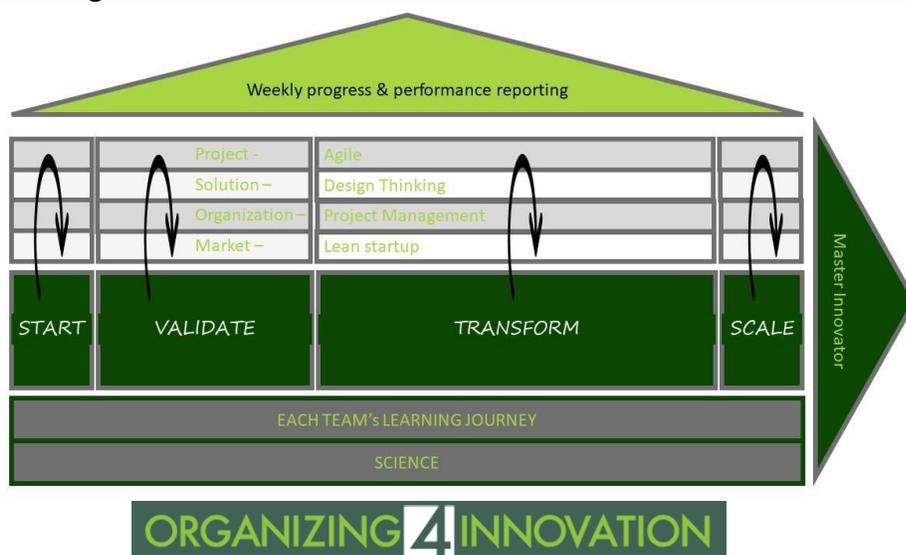
Sign up for our hands-on Master Innovator program. Become an innovation facilitator while guiding teams through the innovation process. **Just two weeks into the program, you will be able to start facilitating your own teams!**

Objectives

The primary objective of the O4I Master Innovator program is to turn change makers, project & program managers into Master Innovators who can guide innovation teams to concrete results within 6 months.

While facilitating innovation teams – and always staying at least one step ahead of your teams - you will gain experience with methodologies such as:

- Lean startup
- Customer discovery
- Jobs-to-be-done
- Agile
- Design thinking
- Discovery driven planning
- Reverse income statement
- Affordable loss
- Project management



In addition, you will learn how to:

- Set up teams for success in the first weeks of their innovation journey
- Make sure teams put their customer at the center of their projects
- Avoid that projects get derailed by competing priorities, difficult stakeholders, and conflicting opinions, even when the project team has minimum resources and works on the project part-time only.
- Design experiments to address conflicting or absent information
- Set micro commitments that will help teams to maintain momentum and get things done in no-time

Lastly, the objective of the program is to strengthen the innovation culture of the organization, by delivering results and increasing the speed of innovation.

Results within 6 months, 5x higher chance of success, 3x faster



O4I Master Innovator program

The O4I Master Innovator program is divided into 3 blocks.

Block 1: Guidance

During Block 1, you will guide two teams in your organization through the T4 program under the 1:1 supervision of an O4I Master Innovator Coach.

Block 1 consists of:

- 2 months of 1:1 guidance and feedback sessions, while you guide your first teams through the early phases of their innovation journey, so you can learn and apply the skills you need to become a Master Innovator
- Virtual interactive group sessions
- Email support during business hours to field questions that come up
- Group coaching sessions to build a network of peers

Learn faster, succeed sooner!

Block 2: Back-up

During Block 2, you will run your own teams with weekly coaching sessions, so you will never feel in doubt and always have someone there who stands by you.

Block 2 consist of:

- Weekly coaching sessions to become an effective Master Innovator
- Virtual interactive group sessions
- Email support during business hours to field questions that come up
- Group coaching sessions to build a network of peers

Block 2 can start while Block 1 is still ongoing. The duration of the weekly coaching sessions can be adjusted in case there is a high volume of teams.

Block 3: Hands-off

During Block 3, you are basically running your own teams. However, we still have your back because there is always someone to ask for advice.

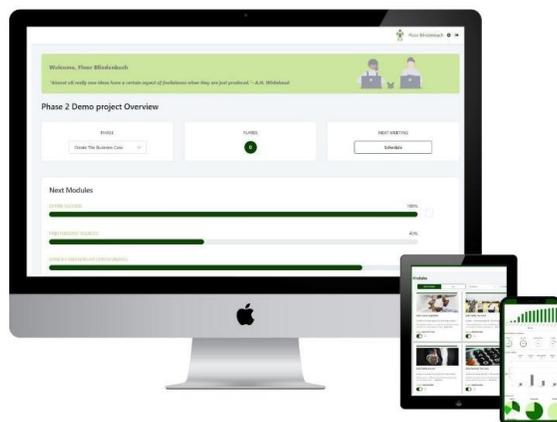
Block three consists of:

- Email support during business hours to field questions that come up
- Group coaching sessions to build a network of peers
- Monthly check-ins

The T4 platform

During the program, the innovation facilitators will use the T4 platform to guide their teams. The platform is designed to guide teams through the START, VALIDATE, TRANSFORM, and SCALE phases of the innovation process. It comes with bite-size educational modules that explain all the concepts and provide many examples.

There is no obligation to keep using the T4 platform once the training is completed. The skills obtained are universally applicable.



Topics of the group sessions

Since the T4 platform covers the fundamentals of innovating and innovation management, we focus in the group sessions on all the concepts and specifically on topics that pertain to facilitating innovation projects. The table below shows a potential agenda.

Theme	Group session topics
Introduction	The science behind the T4 program
	The back-end of the T4 platform
	How to facilitate and guide innovation teams
	START: Setting teams up for success
The basics	VALIDATE 1: Customer interviews
	VALIDATE 2: The financials of the business case
	TRANSFORM 1: Experiments
	TRANSFORM 2: Stakeholders
Beware	Team participation
	Senior management involvement
	Willingness to learn
	Data, data, and more data
Beyond T4	SCALE: Show versus tell
Best practices	Tips and tricks
	More tips and tricks
	Program metrics: Making change visible

The 1:1 guidance of Block 1 starts after the participant has attended and successfully completed the first 4 group sessions and when they have a team ready to start.

The 4-Tiers program

The training modules of the T4 platform are divided into 4 tiers. Below is a short description of the outcomes of each of the 4 tiers.



START

2 weeks: Clarity

- After the first 2 weeks
A project description that brings clarity on what the project entails



VALIDATE

12 weeks: Buy-in

- Within 14 weeks
The business case that explains why now is the best time to take action, what the team will deliver, and how



TRANSFORM

Month 6: Celebrate

- Within 6 months
The first results
- After 6 months
Scale successful solutions to maximize the return on investment



SCALE

Maximize the return on investment

Roles and responsibilities

For the duration of the O4I Master Innovator program, Organizing4Innovation will provide:

- Support and assistance as defined in this program description
- Admin access to the T4 platform to onboard teams for the duration of the 6 months of the program
- Trainer access to the T4 platform for each participant
- Monthly feedback about the progress of the participant and the teams under their supervision

The client will:

- Commit to a minimum of 2 participating teams in the T4 program for each participant within the first 6 months duration of the Master Innovator program

DO IT RIGHT & GET IT DONE!

About organizing4Innovation

Acting upon innovative ideas is one of the greatest forces for personal development and change in organizations.

We believe that every team has limitless potential when they align their innovation project's goals with what their clients/users want and their organization's mission.

By offering a tailored, team & project-based learning process, we make sure each team focuses on the right things at the right time and realizes the outcomes they desire in a timely matter. By bringing data, experiments, and examples into the innovation journey of each team, we spark breakthroughs, insights, and inspiration.

We understand pursuing novel opportunities and leading change can bring up a mixed bag of emotions, fears, judgments, and concerns. We embrace the good, the bad, and the ugly. We don't try to sweep things under the rug or pretend they don't exist.

We practice what we preach and work hard to make sure all innovation facilitators, teams, and units are set up for success. Our current track record of teams getting to concrete results within 6 months, having a 5x higher chance of success, and moving 3x faster than the industry average is just the beginning!



We're not content to simply do business as usual, we embody our beliefs and lead the way to a new paradigm of enabling talent to pursue novel opportunities, add value to their work, and impress clients. Our approach is built on the 20+ years of research and practical experience of our founder, [Dr. Floor Blindenbach](#), who has studied and coached hundreds of innovation teams and organizations. Learn faster, succeed sooner.

Results within 6 months, 5x higher chance of success, 3x faster



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