



The Corporate Innovation Camp

What would happen if you asked
your most creative people to design
solutions for your biggest challenges?



The Corporate Innovation Camp is an intensive brainstorming event involving many of your people. Its purpose is to generate a large number of creative ideas for specific business challenges. These ideas are evaluated and the best are worked up into business overview presentations. These are reviewed by senior executives who can approve the most promising proposals and initiate them as innovation projects. The Camp typically involves between 40 and 200 people from diverse backgrounds and departments working for three days off-site. The programme at the camp is tailored for the company's specific goals but would often take this shape:

Programme for the Camp

⇒ Day 1

Morning

Introductions and then various creative activities that are not related to work. These are often initiated and run by volunteers among the delegates and can range from astronomy to zoo-keeping. Some will be physical, some will be cerebral; all will be participative, interactive and stimulating. The activity streams continue into the early afternoon.

Late Afternoon

Presentation of the key business challenge or challenges that the camp will address. This is followed by problem analysis and reformulation of the challenges.

Evening

An impromptu talent show or concert involving the facilitators and volunteers who might perform music, dance, comedy, magic etc.

⇒ Day 2

Morning and early afternoon

Intensive brainstorming sessions to generate a large number of ideas. Delegates work in different groups, with different methods and facilitators to hatch many concepts – some silly, some routine, some brilliant. There are repeated divergent and convergent stages to generate, evaluate and select the most promising ideas.

The background features several abstract, light green geometric shapes, including rectangles and triangles, some of which are tilted or overlapping, creating a modern, architectural feel.

Late afternoon

A long list of qualified ideas is displayed and delegates take time to select their favourite ideas using a number of different criteria. Team leaders then help to select the final ideas that will be developed into business plans on the third day.

Evening

The teams are announced for the next day's presentations and each team has dinner together to discuss how they will approach their business challenge.

⇒ Day 3

Morning

Teams work intensively to prepare presentations of their innovative ideas. Each idea is developed with a business plan, research, demo, explanation of requirements, benefits, next steps etc.

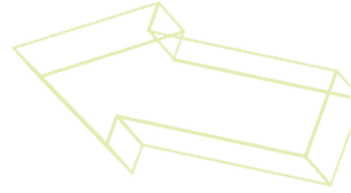
Afternoon

Teams rehearse their presentations and then present to a jury of senior staff, typically VPs or CXO level people. The jury asks questions and can then immediately approve requests for resource allocations for next steps.

Benefits of the Camp

The primary benefit of the camp is that it will generate considered innovation proposals that will confer substantial value to the company - through competitive advantage, increased sales of products and services, cost containment and even entire new business models. Delegates are highly energised by the process. They learn creativity and innovation methods that they can take back to their departments. The whole exercise is highly motivational and inspiring.

The innovation camp is ideal for a company or organisation that wants to significantly improve its innovation capability.



Facilitators

Paul Sloane is the author of *The Leader's Guide to Lateral Thinking Skills* and many other books and articles on leadership and innovation. He has worked with major corporations around the world to help them improve innovation. He is a renowned speaker and an expert facilitator.



Dimis Michaelides is a business consultant, university lecturer and author of *The Art of Innovation – Integrating Creativity in Organizations*. His workshop of the same title is delivered by himself and certified facilitators around the world. He combines his unique experience as a business executive and creativity leader with his talents as a speaker and magician to lead inspiring workshops.



'Paul and Dimis helped us to design and run a highly energised and motivational innovation camp. It generated hundreds of ideas and we have turned the best ones into exciting product and service innovations that we are now developing.'

Martin Anders, Innovation Executive, O2 Germany

'The value of the camp is extraordinary: the direct results are several terrific opportunities and the indirect benefits are also immense.'

Tal Givoly, Chief Scientist, Amdocs

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