Digital Innovation Program

Digital innovations:

– Understanding holistically

– Designing effectively

– Leading wisely in discourse

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Making digital innovations fly

Ecosystems that generate new ideas; products and business models that create new added value; processes that increase efficiency: the opportunities that come with digital innovations are manifold.

But there is a challenge: Digitization is usually viewed in terms of its technological possibilities. No consideration is given to the inherent logic of an organization. The needs and interests of internal and external players, and management challenges are not recognized or are under-estimated. These are the blind spots of digitization.

These blind spots lead to missed opportunities, slow down innovation processes, or result in them failing altogether. You have to illuminate these blind spots for your own organization in order to make digital innovations fly in an organizationally smart way.

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Our Digital Innovation Program

Our Digital Innovation Program enables your employees to take the lead with new competencies.

We closely work with you to design thought and action spaces that promote a curious mindset.

We provide you with new ways to achieve an in-depth understanding of your customers and their needs.

We give you widely ranging method-related know-how for designing concrete solutions and prototypes – whether it be new organizational forms or product, process or business model innovations.

With targeted input and exercises we enhance your skills and exercises in data-driven decision-making.

We broaden your horizons through external input, eg, from relevant startups, renowned experts and / or practitioners who share best practices.

Why not let us address all this!

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Our framework

Digital innovations always start with a problem – one from customers or in your own organization. The solution will emerge from a solution idea. But unfortunately, a new idea is not necessarily an innovation.

This is evident from the endless new ideas that are actually good, never get off the ground and break down in the reality of an organization. An innovation will only come about when it has been recognized in an organization and is actually implemented. That's why we think of innovation holistically – as an evolutionary process. We enable your employees to do this throughout the entire process by asking good questions to obtain the right specific answers.

VARIATION

A new idea is born

How has successful innovation occurred so far?

Which events or methods lead to thinking outside established structures?

Which constellations of people increase the chance of variation?

Which informal structures are already giving rise to something new?

What information – above all about customers – triggers new questions and ideas?

SELECTION

The new idea is recognized in an organization and selected for implementation

How do you make the idea visible?

Who must be involved and when?

What criteria play a role in the selection of ideas?

Whose interests should you not neglect – or make use of?

What trusting relationships would help to support the idea?

RE-STABILIZATION

The new idea actually establishes itself in an organization

What (new) skills are needed to make the idea fly?

What (new) goals do you have to set?

What responsibilities will change – or should do?

What new working relationships will you have to create?

Which management impulses will be needed for stabilization?

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How we approach this in concrete terms

We work with you to create the right process to fit your organization.

Together we determine:

– Which group of participants should be reached?
– What cases, initiatives, and topics should move the program participants?
– How should the program be formatted, eg, remote vs. presence, internal vs. external impulses?

This is how we customize the program:

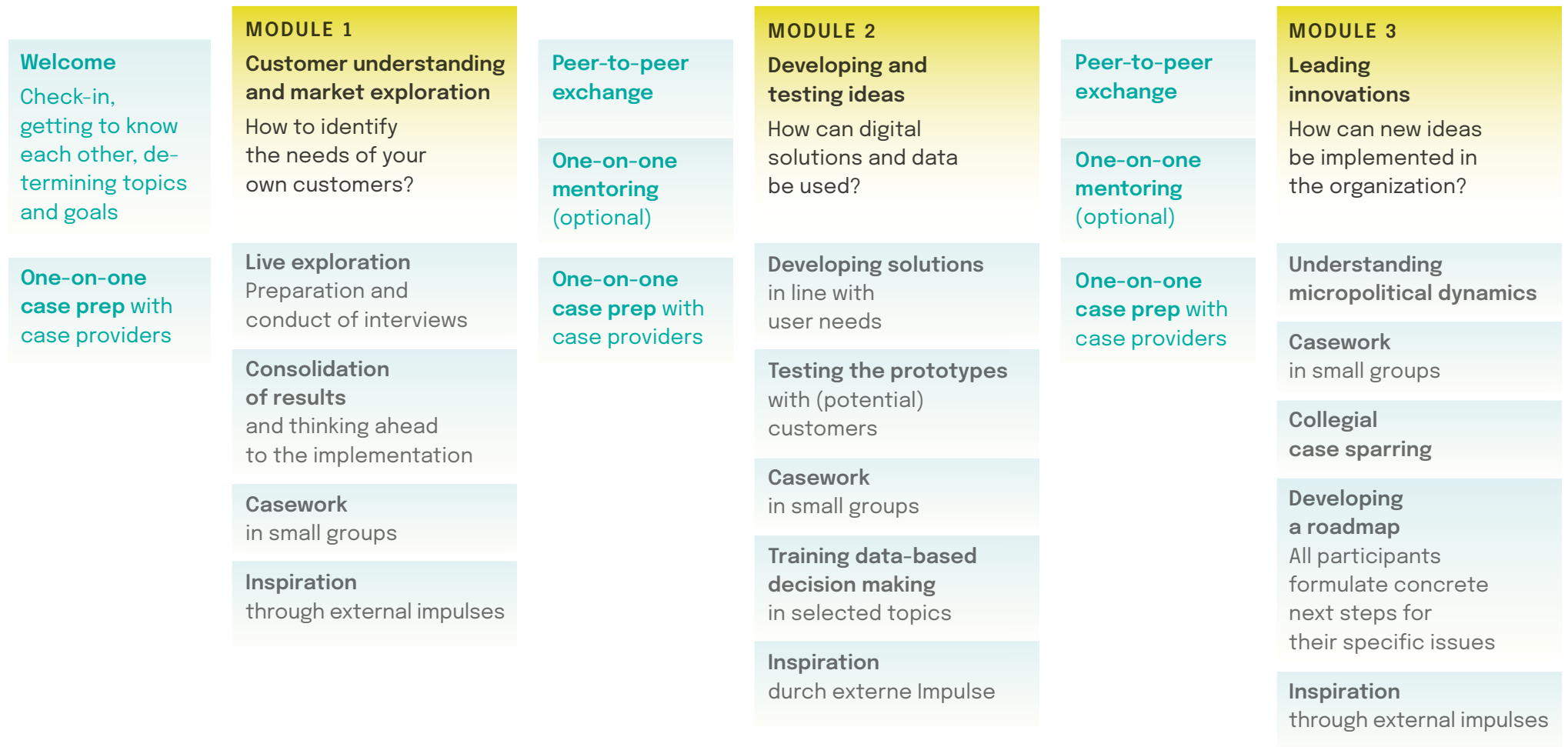| Survey of the relevant pain points in collaboration with the commissioning parties (e. g. Strategy, CDO, HR, R&D, etc.)	8–12 preliminary talks in the organization	Co-creation with a selection of top management representatives and, if applicable, other stakeholders	Evaluation of the expertise in a small group	Final Digital Innovation Program concept
	How successfully are new ideas being developed? What is conducive to this process and what hinders it?			
	How well do you recognize and select new ideas? What gives them impetus and what blocks them?			
	How successful is the implementation and stabilization of new ideas in the organization?			

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Digital Innovation Program: A prototypical architecture of three modules with a focus on peer-to-peer learning and practical case work by the participants

Welcome
Check-in, getting to know each other, determining topics and goals

One-on-one case prep with case providers

MODULE 1
Customer understanding and market exploration
How to identify the needs of your own customers?

Live exploration
Preparation and conduct of interviews

Consolidation of results
and thinking ahead to the implementation

Casework
in small groups

Inspiration
through external impulses

Peer-to-peer exchange

One-on-one mentoring
(optional)

One-on-one case prep with case providers

MODULE 2
Developing and testing ideas
How can digital solutions and data be used?

Developing solutions
in line with user needs

Testing the prototypes
with (potential) customers

Casework
in small groups

Training data-based decision making
in selected topics

Inspiration
durch externe Impulse

Peer-to-peer exchange

One-on-one mentoring
(optional)

One-on-one case prep with case providers

MODULE 3
Leading innovations
How can new ideas be implemented in the organization?

Understanding micropolitical dynamics

Casework
in small groups

Collegial case sparring

Developing a roadmap
All participants formulate concrete next steps for their specific issues

Inspiration
through external impulses

Week 1 — Peer-to-peer community and learning program for self-directed exchanges and a tool box with all the program tools
1.5 intensive workshop days per module

Week XX

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What do clients say about our custom-fit Innovation Programs?
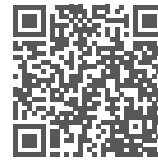## Why not ask them yourself?

Astrid Caetano

Director Culture & Development, Handelsblatt Media Group, on our program for the 150 top executives and management board

And here are some impressions of our program in film:

THE MAKER GARAGE

EQUIPPING OUR LEADERS FOR DRIVING DIGITAL INNOVATION AT HOLCIM

SUMMER 2022
LONDON – COLOGNE – PARIS

Adelheid Moxon

Digital Lead Scale-Up and Acceleration, Holcim, on our Pan-European Digital Innovation Program for executives

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We look forward
to hearing from you!

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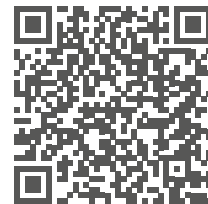M +49 172 58 40 231
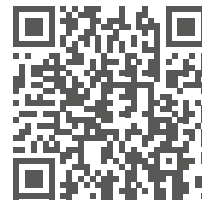
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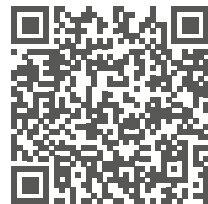
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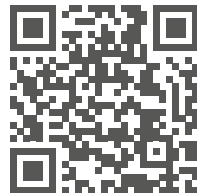LarsGaede@metaplan.com
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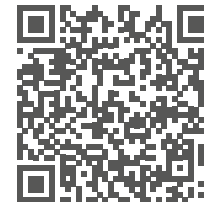# We look forward to hearing from you!

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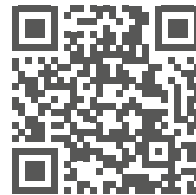
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