



Imperial Business Partners



Innovation Sprint

Essential tools for lean innovation

The innovation sprint offers a one-day programme aimed at learning and applying essential tools for lean innovation.

This approach to innovation is aimed at pursuing innovation in a way that seeks early feedback from the market and thereby increases product-market fit whilst seeking to minimise expensive investments in failing solutions. Large corporations are increasingly recognising the value of this approach that originates in methods used in entrepreneurial start-ups.

Who is the programme aimed at?

A group of executives or an intact team who are grappling with a business challenge around the theme of innovation.

What are the benefits of participating in the programme?

The innovation sprint is designed to introduce executives to both the mindset and the toolset for lean innovation. This will involve firstly an introduction to the conceptual foundations of innovation whereby special attention will be paid to the nature of disruption. This will be followed by a session about the customer discovery philosophy and the presentation of concrete tools for undertaking customer discovery to develop innovation ideas into marketable products and services. Subsequently, approaches to early customer experimentation, including minimum viable products, are explored. Alternatively, an exploration of the culture prevailing in the participants' organization and its impact on innovation may be offered.

What will happen on the day?

The instructional format will be a blend of lectures and break-out group work. The lectures will be held in a deliberately interactive way and will introduce specific tools which executives will apply directly to their business challenge. The ultimate objective of the innovation sprint is for the participants to walk away with an initial array of ideas and hypotheses for the business challenge.

Key learning objectives:

Understanding the conceptual foundations of innovation, with a particular emphasis on disruptive innovation

Build awareness of the mindset and culture underpinning lean innovation

Learn some essential tools for lean innovation, by applying them to concrete innovation ideas

What preparation is needed for the day?

The company sponsor of the business challenge will need to outline the business challenge with Imperial College to enable the faculty member, who will deliver, to prepare for the day.

For more information contact:

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