

Course Outline

Course Name/Title	Developing new ideas for long-term business growth
Duration	27 April 09:30 -1.30
Introduction	<p>With the introduction of digital technologies and an increasingly challenging economic environment it is vital that organisations of all types adopt a more innovative and entrepreneurial approach. Increasing competition has resulted in greater choice for our customers so it is vital that we strive to improve our offer to them through.</p> <p>In this workshop we investigate the need for innovation and consider ways this might be done in your organisation. We also discuss, some common barriers that you might be faced with on a day -to -day basis and consider methods for overcoming these.</p> <p>We will explore the most effective process for developing new products and services that reduce and potential risks and increases your chances of success. In addition examine the impact on your organisation of adopting a strategy that encourages the development of new ideas.</p> <p>Whilst this is a practical workshop, aimed at providing delegates with relevant tools much of the content will be based on sound theory.</p>
Is this course right for me?	This workshop has been developed to assist business owners and managers responsible for the growth of their organisations. Although it is highly relevant for marketers, the content should appeal to a broader audience across other business functions.
What will I Learn?	<p>During the half day workshop you will:</p> <ul style="list-style-type: none"> • Understand core innovation theories and concepts that can be applied to your organisation • Gain an insight into suitable research methods that reduce risk and waste money • Develop a simple and easy process for developing new ideas
Pre-course Activity	None
Further Development	