

# Front End Innovation Leadership Workshop



Where your leadership team will learn how to set up your front end for success using the only front end innovation system that enables teams to consistently deliver venture-level development proposals for new products, services, and systems with 250% higher odds of success

In this workshop, your leadership team will define the first and last part your front end innovation system. First = defining the strategy directions. Last = determining what you want to see in order to confidently make development/investment decisions. You will leave the workshop with an understanding of how to enable your team(s) to do the work in the middle of the front end system - creating, communicating, and vetting innovative ideas that fit the strategic direction and have higher odds of success.

## Live Online Workshop Agenda

### Day 1 - FEI Overview & Strategy Exploration Morning (3 Hours)

- **Innovation Engineering Overview** - A high-level introduction of the system-thinking approach to innovation.
- **Front End Innovation (FEI)** - Understand what it takes to invent and vet new business propositions with higher success rates.

### Afternoon (3 Hours)

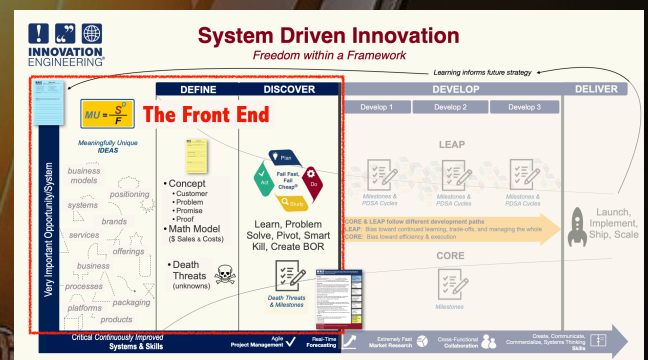
- **Strategy Activation** - Connect your business strategy to your innovation strategy by defining the mission, constraints, and opportunity areas.

### Day 2 - Align & Build Your FEI Plan Morning (3 Hours)

- **Strategic Mission Selection** - Review, select, and refine top strategic missions.
- **Metrics for Innovation Decision-Making** - Review best-practice metrics and customize for your business.
- **FEI - Organizing for Success** - Review best practice strategies for staffing, resourcing, and reporting structures, and customize for your business.

### Afternoon (3 Hours)

- **Business Opportunity Recommendations** - Build the template for the ideal outcome of your FEI system.
- **Your FEI Game Plan** - Build/adapt your approach for standing up the next application of your new/improved FEI system.



## Pedigree

The approach your leaders will experience in the *Front End Innovation Leadership Workshop* is based on the validated processes Eureka! Ranch has used for over 35 years to help 100s of companies – from Fortune 100 to small and mid-sized – in all types of industries successfully invent, vet, and launch breakthrough new products, services, and systems.

It's powered by *Innovation Engineering*® – a proven methodology for innovation that blends the rigor, discipline, and fact-based decision-making of systems with the creative, strategic, and inspired art of big thinking.