

Innovation

24-hour executive workshop on innovation

Practical information

Venue

Nielsen Innovation at INSEAD Campus, Fontainebleau, France, or an inspiring location near you

Price

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How can innovation boost your value creation?

Does the board of directors have a shared view on this? Do you have time to consider this question – can you afford not to?

We would like to invite you and your management team to a unique and inspiring 24-hour executive workshop on innovation where you and your team cooperate in tailoring your own approach and take ownership of the innovation process in your company.

The workshop introduces you to Implement's knowledge on how to implement fluffy ideas into valid business solutions combined with Nielsen Innovation's experience in and tools for creating breakthrough inventions and bringing them to the market. The workshop provides the management group with a unique foundation for discussing own future challenges.

You and your team will gain

- A shared perspective on strategic innovative business development
- A catalogue of ideas for value creation and growth
- A toolbox of methods to generate new ways for entering new business areas or developing products or services that differentiate you from your competitors
- An organisational framework that enables you to benefit fully from your innovative culture
- Ideas on how to revitalise your innovative culture

Purpose

- To obtain a shared understanding of the innovative process – and ideas on how to improve your own innovation process
- To get inspired and generate ideas for new ways to seek opportunities for the next 10 years' growth span

Before, during and after

Prior to the workshop and in cooperation with your organisation, we identify the top 5 business challenges your company is facing. We will assess the level of innovation and decide on a systematic approach on how to work with these challenges at the workshop. The contents of the workshop ensures specific issues for you to continue working on afterwards.

Implement

Key facts

- Established in 1996
- Currently 180 consultants
- Servicing Scandinavian companies within our four areas of expertise from offices in Copenhagen, Oslo and Stockholm

Focus and ambition

- Helping our customers plan and execute the best possible solution: Words that do not lead to impact are worthless

Relevant projects

- Innovation strategy – identifying the road ahead and the map to get there. New structures, processes and measures
- Establishing a new platform for growth. From strategy to the global project that implements the strategy
- Lean product development. Reducing time to market by half
- Innovation audit – measuring level and recommendation for improvements (structures, competences and culture)
- Implementing new processes and the culture to support a new approach in business development

Nielsen Innovation

Key facts

- Established in Fontainebleau, France in 2000
- Clients in 8 countries and on 4 continents
- Specialised in creating breakthrough innovations for consumer goods industries worldwide

Focus and ambition

- Creating value-adding innovations for consumer goods industries through a global innovation process
- Nielsen Innovation has numerous international patents, design prizes and has created many original marketing concepts
- Nielsen Innovation has two business models: Consulting and self-financed projects

Relevant projects

- Handpresso, the world's first handheld espresso machine is a spin-off from Nielsen Innovation
- Nielsen Innovation is co-founder of REELIGHT – the battery free bicycle light
- The invention of the Wi-FLOW – high efficiency floor cleaning technology

