

NEXT U

Unleash innovation in your organization.

Highlights

- Learn innovation from experienced innovators
 - Delivered through a series of experiences distilled from the startup world
 - Participants a certificate of completion
 - Ongoing innovation support from NEXT
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A culture of innovation is absolutely required today to attract and retain people, especially young people. 69% of American workers would leave their current role for a position at a company considered an innovation leader.¹

Yet, there is a significant gap between what leadership thinks is happening and what employees experience when it comes to innovation:

- 79% of C-suite executives say their organization is tolerant of failure, but just 25% of entry-level employees believe it.²
- 66% of companies offer programs to foster innovation, yet only 12% of employees say they have succeeded.²

The experienced innovators at NEXT Studios offer a series of experiences taken from our startup studio process that will help you unleash innovation in your organization. You will understand the societal megatrends that are driving innovation, learn about the common barriers to innovation and how they are affecting your team, practice human-oriented innovation design thinking, and engage in real startup innovation teams.

Every participant receives a certificate of completion, and we will help you apply for credits or reimbursements for certificate-based training. You'll receive ongoing innovation support from NEXT to help you apply what you've learned and open up new connections to the innovation economy and new business opportunities to help you grow.

¹ "US Workers Report Innovation Disconnect between Executive and Junior Level Staff" - Ernst and Young

² "C-Suite is Bullish on Innovation, but funding still lags" - Ernst and Young

Course modules

The NEXT U program is delivered in four modules on-site in your workplace:

01 Now What's Next

Examining the megatrends that are driving innovation.

In this two-hour seminar or webinar, we will identify five major “megatrends” that are driving change and innovation, and help you understand their impact on a wide range of industries. You’ll learn the key elements necessary for innovation, and why innovation is required for survival in today’s world.

02 What's Keeping You from What's Next

Understanding the common barriers to innovation.

In this six-hour workshop, you’ll learn the different types of and key elements of innovation. We will identify and understand the ten common barriers to innovation, and work in small teams to reflect on how these barriers are affecting your organization. You will, through understanding, begin the process of creating a more innovative culture.

03 Design Thinking

Learn and practice human-centered innovation design.

In this six-hour workshop, you’ll understand how human-centered innovation design works, and why it’s used to create all new products and services today. You’ll gain techniques to better understand the problems that can be solved through innovation and apply methods that will help you turn needs into human-centered solutions. You will experience and practice ideation techniques to quickly generate, develop and test new ideas, and possess a new set of tools to turn ideas into action.

01 Garage Week

Learn and practice designing innovation business models.

In this three-to-five-day workshop, you’ll participate as team members in actual startup companies in a cohort, or in innovation teams around internally generated ideas. You’ll understand and use startup tools such as the Lean Canvas and Jobs to be Done models while contributing to the creation of new innovation business models. Upon completion you’ll have fully experienced the process for creating new innovations.

Ongoing support

The NEXT team continues its support of your innovation transformation after you've completed NEXT U. First, we will help you apply for reimbursements or credits for certificate-based professional development training which might be available through government, industry or economic development organizations.

We will then work to connect you with innovation support resources that will continue to feed your innovation transformation. We will connect you with other parts of the innovation ecosystem, including startup companies and other established innovators to help your business grow. You will also have access to other tools used in the startup studio, including identity workshops and go-to-market strategy sessions.

Why NEXT U?

Participants will advance their careers and build confidence in their skills as innovators, while building connections through collaboration with the community of innovators. Organizations will understand why change is necessary, drop barriers to innovation, and equip their teams with tools to turn customer needs into human-centered solutions.

For more information

To learn more about NEXT U and the programs NEXT Studios offers to support innovation inside of organizations, contact a NEXT Studios representative or partner, or visit: nextstudios.org/nextu