NEXT

NEXT Community Innovation

Activate the innovators in your community.

Because all new job roles are created by startup companies less than five years old[1], a culture of innovation in your community is vital to its future.

Yet, Indiana has much to do to improve when it comes to our ability to create and advance startups:

- Among all states, Indiana has the lowest share of employees working at new firms and more older firms than young firms – a trend that runs opposite to the country as a whole. [2]

- Indiana ranks 47th in America in the share of total employment in companies zero to five years old. [3]

Regrettably this impacts underserved communities even more. While 21% of Indiana's population are minorities, only 12% of the State's startups are owned by minorities.[2]

Borrowing from our experiences as startup innovators, NEXT Studios offers community leaders a series of experiences taken that will help you unleash innovation in your community. You will understand the societal megatrends that are driving innovation, learn about the common barriers to innovation and how they are affecting you, practice human-oriented innovation design thinking, and engage in real startup innovation teams.

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 to help your community survive and thrive in the face of accelerating change.

Highlights

- Prepare your community to innovate in the face of great change

- Delivered through a series of experiences distilled from the startup economy

- Ongoing innovation support from NEXT

[1] "The Importance of Startups in Job Creation and Job Destruction" – Ewing Marion Kauffman Foundation, September 9, 2010
[2] "Indiana GPS Project Key Findings and Recommendations" – American Enterprise Institute at Brookings Institution, 2021
[3] "Indiana Vision 2025 Report Card" – Indiana Chamber of Commerce, June 2020 Update

Program Modules

The NEXT Community Innovation offering is delivered in four modules on-site in your community or at our Studio:

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 in your community. 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 community. You will, through understanding, begin the process of creating a more innovative culture.

03 Lean Startup Bootcamp: Design Thinking
Learn and practice human-centered innovation design.
In this one-day 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.

04 Lean Startup Bootcamp: Discovery Week
Learn and practice designing innovation business models.
In this three-day workshop, you'll participate as team members in actual startup companies in a cohort, or in innovation teams around community 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 and have helped launch new local startup companies.

Ongoing support

The NEXT team continues its support of your innovation transformation after you've completed the NEXT Community Innovation offering. We will 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 community grow. Your community will also have access to other tools used in the innovation economy, including identity workshops and go-to-market strategy sessions.

Why NEXT Community Innovation?

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

For more information

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