

# Innovation In Residence

## Unleash innovation in your organization.

---

### Highlights

- Learn innovation from experienced innovators
  - Delivered through a series of experiences distilled from the startup world
  - Ongoing innovation relationship with NEXT
- 

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.<sup>1</sup>

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.<sup>2</sup>
- 66% of companies offer programs to foster innovation, yet only 12% of employees say they have succeeded.<sup>2</sup>

The experienced innovators at NEXT Studios offer our **Innovation in Residence** program. We work on your side of the table, an integral part of who you are, arm-in-arm with your team as innovators-in-residence to move beyond incremental improvement into sustaining, disruptive, and radical innovation. We've been leaders in large corporations and small startups alike, and know-how to bring the best of each to help you move forward.

We draw from the innovators toolkit to help your team advance your goals. They 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.

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

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

## **Innovators Toolkit**

NEXT Innovators in Residence use a variety of tools in their engagement with you:

### **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.

### **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.

### **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.

### **Discovery 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 relationship

NEXT Innovators in Residence will support your innovation transformation over time. 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 business grow. You will also have access to other tools used in the startup studio, including identity workshops and go-to-market strategy sessions.

NEXT Studios is the **home of innovators**. We're practicing entrepreneurs, experienced leaders in our innovation community, and have a track record of creating innovation wherever we work. We know how to help your team remove barriers to innovation, generate new ideas, and turn those ideas into winning offerings.

## Why NEXT Innovators in Residence?

Your team 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 Innovation in Residence and the programs NEXT Studios offers to support innovation inside of organizations, contact a NEXT Studios representative or partner, or visit: [nextstudios.org](https://nextstudios.org).