

Play Innovation

With **Annemarie Steen**

Structured yet fun approach to innovation and creativity



Generate innovative ideas This structured approach will help your company generate innovative ideas for your current and possible new markets. Participants will develop innovation skills and necessary mindsets in order to become innovation experts and ambassadors within their organization.	Structured yet customized The structured and fun approach consists of 4 phases: Sensing, Visioning, Prototyping and Lift-off. Each phase will be customized around the areas where you wish to innovate in your company.	Program Description Participants will be working on innovation challenges chosen by the company in the pre-course discussions. They will be put into small teams with maximum diversity (different backgrounds, age, gender, function) to stimulate cross functional innovation. Participants are encouraged to work on their innovation projects between training sessions.
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Sensing (2 days) Phase 1



When sensing, participants will be asked to immerse themselves into the unknown and look for the underlying customer needs and insights. How to use tools that focus on empathy, obtain a full picture of the customer journey, and how to look for relevant facts and figures.

Visioning (2 days) Phase 2



During this phase participants will ideate as many ideas as possible by applying different brainstorming techniques, learn about the barriers to ideate and how to build on ideas and each other to generate concepts that can be categorized into small, incremental or out-of-the-box innovations.

Prototyping (2 days) Phase 3



Once a concept has been selected, participants will learn how to quickly prototype, test their assumptions, and get valuable customer feedback for improvements.

Lift-off (2 days) Phase 4



Participants will develop a pitch incorporating a user value proposition, small-scale experiment and business case. At the end of the 2 days these pitches are presented to the management. A reward might be given to the winning teams to start small scale experiment.

The group will be facilitated by two master innovation and playful learning facilitators

Max number of participants: 30/group (this means that the outcome of this approach in working with teams of 3 is 10 creative concepts/products)



Avi Liran

Avi Liran (Economist, MBA) affectionately known as the Chief Delight Officer, is a leader on creating and cultivating delightful workplaces that deliver results by combining heads, hands and hearts. Avi and his team introduce delight into corporate culture; increasing engagement, inspiring loyalty, improving employees' and customers' experiences and transforming result. His interactive talks and experiential programs focus on positive and creative leadership, resilience to change, practical EQ and team dynamics, Avi leverages on his vast international experience as a former diplomat (Economic, Trade and Tourism Attaché for Southeast Asia) and VP of Marketing to provide simple and practical solutions that are easily applied in the corporate world and at home.



Annemarie Steen

Annemarie Steen (MA) - keynote speaker, learning experience designer and facilitator- is Serious about Playfulness. She has a strong vision on the power of PLAY in dealing with today's fast changing and complex environment. There's a strong connection between Play, Playfulness, Creativity and Innovation. With her sparkling, creative and playful personality, Annemarie facilitates organizations and teams to create a more positive and playful culture of innovation through creative leadership. Also she facilitates a structured playful design process to help teams come up with breakthrough ideas and concepts for challenges within the organization.