



CATALYSTS OF CHANGE

THE INNOVATION
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Strategic Objective

The Innovation Track aims to equip corporate employees with the mindset, tools, and capabilities needed to consistently generate, evaluate, and implement innovative ideas that drive business growth and competitiveness.

By focusing on innovation as a core competency, the program fosters a culture of curiosity, experimentation, and problem-solving, enabling employees to identify emerging opportunities, challenge conventional thinking, and transform ideas into actionable solutions that deliver measurable results.

Program Mandate

Mandate 1

Embed innovation into everyday work practices, making it a habit, not a one-off activity.

Mandate 2

Enhance innovation literacy, ensuring employees understand the principles, frameworks, and processes of innovation.

Mandate 3

Equip employees with practical tools for ideation, trend scanning, prototyping, and experimentation.

Mandate 4

Align innovation efforts with organizational strategy, ensuring ideas are relevant, impactful, and feasible.

Mandate 5

Build a collaborative ecosystem where ideas can be shared, refined, and implemented across departments.

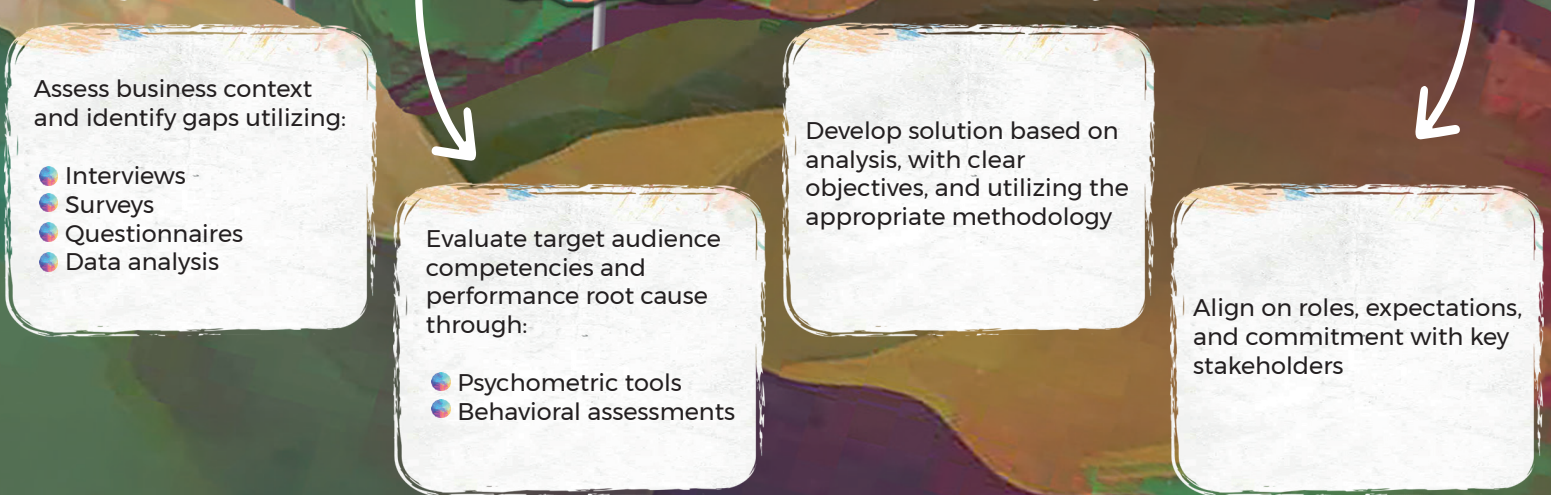
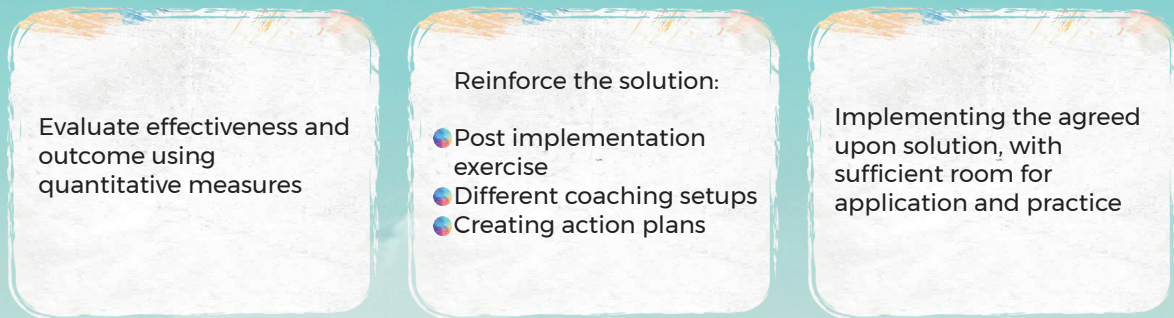
BB Strategic Approach

The Innovation Track fosters an innovation-first mindset, equips employees with practical tools, and applies learning to real business challenges. Through awareness, skill-building, and hands-on projects, it embeds innovation into daily work and aligns it with organizational goals.

Business Impact

The program drives a steady flow of viable ideas, faster problem-solving, and greater adaptability. It boosts employee engagement, delivers measurable ROI, and strengthens the organization's competitive edge.

PROJECT SUCCESS JOURNEY



Assess business context and identify gaps utilizing:

- Interviews
- Surveys
- Questionnaires
- Data analysis

Evaluate target audience competencies and performance root cause through:

- Psychometric tools
- Behavioral assessments

Develop solution based on analysis, with clear objectives, and utilizing the appropriate methodology

Align on roles, expectations, and commitment with key stakeholders

This phase translates your strategic intent into a concrete, competency-based learning experience that fully covers the Managing Innovation pillar. It designs the mindset, skillset, toolset, and ways-of-working required to cultivate an organization-wide innovation culture, then maps them to real business needs so learning turns into measurable outcomes.

DESIGN PRINCIPLES

Competency-based



Every element links to specific innovation competencies with clear behavioral outcomes.

Business-aligned



Content, projects, and metrics tie directly to strategic priorities defined in Phases 2-1.

Experience-led



Learn-by-doing through labs, sprints, and real challenges, minimal theory, maximum application.

Modular & role-based



Tailored paths for contributors, specialists, and managers; easy to scale and localize.

Data-informed & measurable



Baselines, leading/lagging metrics, and project scorecards are built into the design.

Sustained change



Reinforcement, coaching, and community practices embed innovation into daily work.

By aligning competencies to real work, giving teams safe spaces to experiment, and wiring in reinforcement and recognition, this design turns innovation from a training event into a repeatable habit, owned by employees, enabled by managers, and valued by the business.

INNOVATION DEVELOPMENT JOURNEY APPROACH

The innovation competency framework is structured into three progressive clusters, Foundation Stage, Ideation Stage, and Execution & Advocacy Stage, each building on the capabilities developed in the previous stage to create a complete innovation journey.



Foundation Stage

The stage where the groundwork for innovation is established by building essential mindsets and perspectives. Participants develop empathy to deeply understand user needs, curiosity to explore new possibilities, and visionary thinking to align innovative efforts with long-term goals. This stage ensures innovation is rooted in purpose and understanding before moving to idea generation.



Ideation Stage

The creative engine of the innovation process, where problems are reframed and opportunities are explored through diverse thinking approaches. Participants apply problem-solving skills to define challenges clearly and use creative thinking to generate a wide range of potential solutions. This stage focuses on divergent and convergent thinking to arrive at strong, viable concepts.



Execution & Advocacy Stage

The stage where selected ideas are tested, refined, and implemented, while gaining the necessary support to bring them to life. Critical thinking ensures decisions are evidence-based and risks are managed, while persuasion skills help influence stakeholders, secure resources, and drive adoption. This stage turns concepts into tangible results and builds advocacy for sustaining innovation.

INNOVATION DEVELOPMENT JOURNEY APPROACH

Managing Innovation development pillar	Foundation Stage			Ideation Stage		Execution Stage & Advocacy Stage	
Competencies/ Training Programs	Empathy	Curiosity	Visionary Thinking	Problem Solving	Creative Thinking	Critical Thinking	Persuasion
Critical Thinking Program	NA	Encourages questioning assumptions to explore deeper understanding	NA	Improves structured reasoning for effective solutions	NA	Teaches analytical frameworks to evaluate ideas objectively	Builds logical arguments to influence decisions
System Thinking	NA	Promotes inquiry into how systems behave and evolve	Develops ability to see long-term impacts and align with strategic vision	Identifies leverage points for solving root causes	Encourages exploring alternative, innovative solutions by mapping connections	Strengthens understanding of complex interdependencies	NA
InnovateX Design thinking in action	Enhances empathy through user research and immersion	Encourages curiosity-driven exploration of user needs	Inspires big-picture ideation aligned to future possibilities	Applies prototyping and iteration to test and solve user problems	Facilitates brainstorming and ideation techniques for innovation	Integrates critical evaluation in solution refinement	Trains participants to pitch and persuade stakeholders
Zigzag Land	Enhances empathy through user research and immersion	Inspires exploration of multiple paths before deciding	Fosters adaptability in shifting future scenarios	Encourages creative problem-solving in unpredictable situations	Challenges participants to think divergently in changing contexts	Develops mental agility for evaluating unconventional solutions	NA
Storytelling	Deepens empathy by understanding audience perspectives	Sparks curiosity by engaging listeners with compelling stories	Shapes narratives to communicate inspiring visions	Crafts stories that convey solutions effectively	Uses creative narrative structures to engage audiences	NA	Strengthens persuasive communication through impactful storytelling

These stages and competencies are the focus of targeted development programs designed to strengthen the Managing Innovation pillar. Each stage builds on the previous one, ensuring a structured progression from mindset to execution.

Participants begin by cultivating foundational competencies such as Empathy, Curiosity, and Visionary Thinking, which establish the mindset and perspective needed for innovation.

They then move into the Ideation Stage, developing Problem Solving and Creative Thinking skills to generate and refine impactful ideas.

Finally, in the Execution & Advocacy Stage, they master Critical Thinking to validate and optimize solutions, and Persuasion to secure stakeholder support and drive adoption. This structured approach ensures employees gain the capabilities required to embed innovation into the organization's culture and deliver tangible business impact.

Development Programs	Program Description	Targeted Objectives
Critical Thinking Program	Equips participants with the ability to objectively analyze problems, evaluate evidence, challenge assumptions, and make sound decisions. It focuses on structured reasoning, logical analysis, and evidence-based decision-making to ensure innovation efforts are both creative and viable.	- Distinguish between facts, opinions, and assumptions. - Apply critical thinking models to evaluate ideas and solutions. - Identify biases and logical fallacies in reasoning. - Make evidence-based decisions to reduce risk in innovation projects.
System Thinking	Teaches participants to view challenges and opportunities as part of an interconnected whole. It enables them to identify patterns, anticipate consequences, and design solutions that account for multiple variables across the organization.	- Understand the principles and mindset of systems thinking. - Map relationships and interdependencies between business elements. - Identify leverage points for effective innovation interventions. - Predict potential ripple effects of decisions before implementation.
InnovateX Design thinking in action	Immerses participants in the complete design thinking process, from empathy to prototyping, to create human-centered solutions. Learning is driven by live case studies and challenges that demand creative problem-solving.	- Use empathy techniques to uncover user needs and insights. - Define problem statements that inspire targeted solutions. - Generate creative ideas through divergent thinking methods. - Prototype and test solutions quickly to gather feedback and improve.
Zigzag Land	An interactive business simulation designed to strengthen adaptive thinking, agility, and creative problem-solving. Participants navigate unpredictable challenges and changing conditions to drive innovation outcomes.	- Respond effectively to unexpected changes in market or operational conditions. - Experiment with different strategies under uncertainty. - Enhance collaboration and collective problem-solving in dynamic environments. - Apply adaptive thinking to keep innovation projects on track.
Storytelling	Builds participants' ability to communicate ideas in ways that inspire, influence, and gain stakeholder buy-in. It focuses on structuring narratives that make innovation concepts clear, compelling, and memorable.	- Craft engaging narratives that connect emotionally and logically with audiences. - Use storytelling structures to present ideas persuasively. - Align stories with organizational strategy to gain leadership support. - Leverage visual and verbal storytelling techniques to increase idea adoption.

INNOVATION DEVELOPMENT JOURNEY

The Managing Innovation Development Track is a results-driven journey that moves participants from alignment to mastery. Beginning with a clear definition of purpose and optional assessments, the program ensures every step is tailored to the organization's priorities. Through five immersive, 2-day modules, covering Critical Thinking, System Thinking, InnovateX, Zigzag Land, and Storytelling, participants build the full spectrum of innovation competencies. Each module is reinforced with post-assignments and one-on-one coaching to ensure real-world application. The journey culminates with a review phase that measures impact and effectiveness, delivering a clear return on investment while embedding a sustainable culture of innovation.

