

TWO FULL DAYS

CERTIFICATION INCLUDED

# INNOVATION SKILLS MASTERCLASS

## INNOVATE. DISRUPT. TRANSFORM.

A TWO-DAY CERTIFIED PROGRAMME BY PAUL ROBINSON

Markets shift faster than ever. Customer expectations evolve overnight. Artificial Intelligence is rewriting entire industries. The organisations that survive won't be the biggest – **they'll be the ones that innovate fastest.** This programme turns innovation from an abstract idea into a repeatable system for creating value.

### WHY ATTEND

Develop a genuine innovation mindset

Think beyond conventional, incremental solutions

Generate breakthrough ideas on demand

Spot new opportunities before competitors do

Build products customers actually want

Lead innovation and embed it into culture

### DAY ONE – INNOVATIVE THINKING

**01****FOUNDATIONS OF INNOVATION**

Creativity vs innovation, and why most innovations fail.

**02****DISRUPTIVE INNOVATION**

How Netflix, Airbnb and Uber rewrote the rules.

**03****BREAKTHROUGH INNOVATION**

Structured techniques for transformative ideas.

**04****INCREMENTAL INNOVATION**

When small improvements build the strongest edge.

**05****CUSTOMER-CENTRIC INNOVATION**

Turning unmet needs into real opportunities.

DAY TWO – BUILDING INNOVATION SYSTEMS

06

**OPEN INNOVATION**

Collaborating with customers, startups and partners to innovate faster, with less risk.

07

**HOW TO INNOVATE**

A practical toolkit: frameworks, design thinking, and paths to commercialisation.

08

**PEOPLE & INNOVATION**

Building the culture, leadership and safety that make innovation stick.

**WHAT YOU'LL LEARN**

- ▶ Think strategically and creatively
- ▶ Spot innovation opportunities early
- ▶ Build breakthrough products & experiences
- ▶ Lead innovation initiatives
- ▶ Commercialise new ideas
- ▶ Future-proof against disruption

**WHO SHOULD ATTEND**

- Entrepreneurs & Founders
- Business Owners
- Corporate Leaders
- Product Managers
- Marketing & Strategy Teams
- Innovation Teams
- Consultants
- Management Students

**WHAT MAKES IT DIFFERENT**

- ▶ Design thinking & innovation psychology
- ▶ Disruptive & business model innovation
- ▶ Experiential, real-world simulations
- ▶ Practical, immediately applicable frameworks



**PAUL ROBINSON**

**FACILITATOR · BUSINESS STRATEGIST & INNOVATION CONSULTANT**

Paul Robinson is a business strategist, innovation consultant, bestselling author and keynote speaker with 18+ years of experience helping organisations grow through innovation, leadership and strategy. He has advised 350+ organisations worldwide and is the author of *Make Your Brand Roar* and *One Page Branding Plan*.

**Certification:** Certified Innovation Skills Masterclass Certificate, issued by Positive Revolution.

**FOR REGISTRATIONS & ENQUIRIES**  
 +91 90711 00224 · +91 95137 06333  
 robinson@paulrobinson.in ·  
 www.paulrobinson.in