



invent

The Innovation and Enterprise Centre
Dublin City University

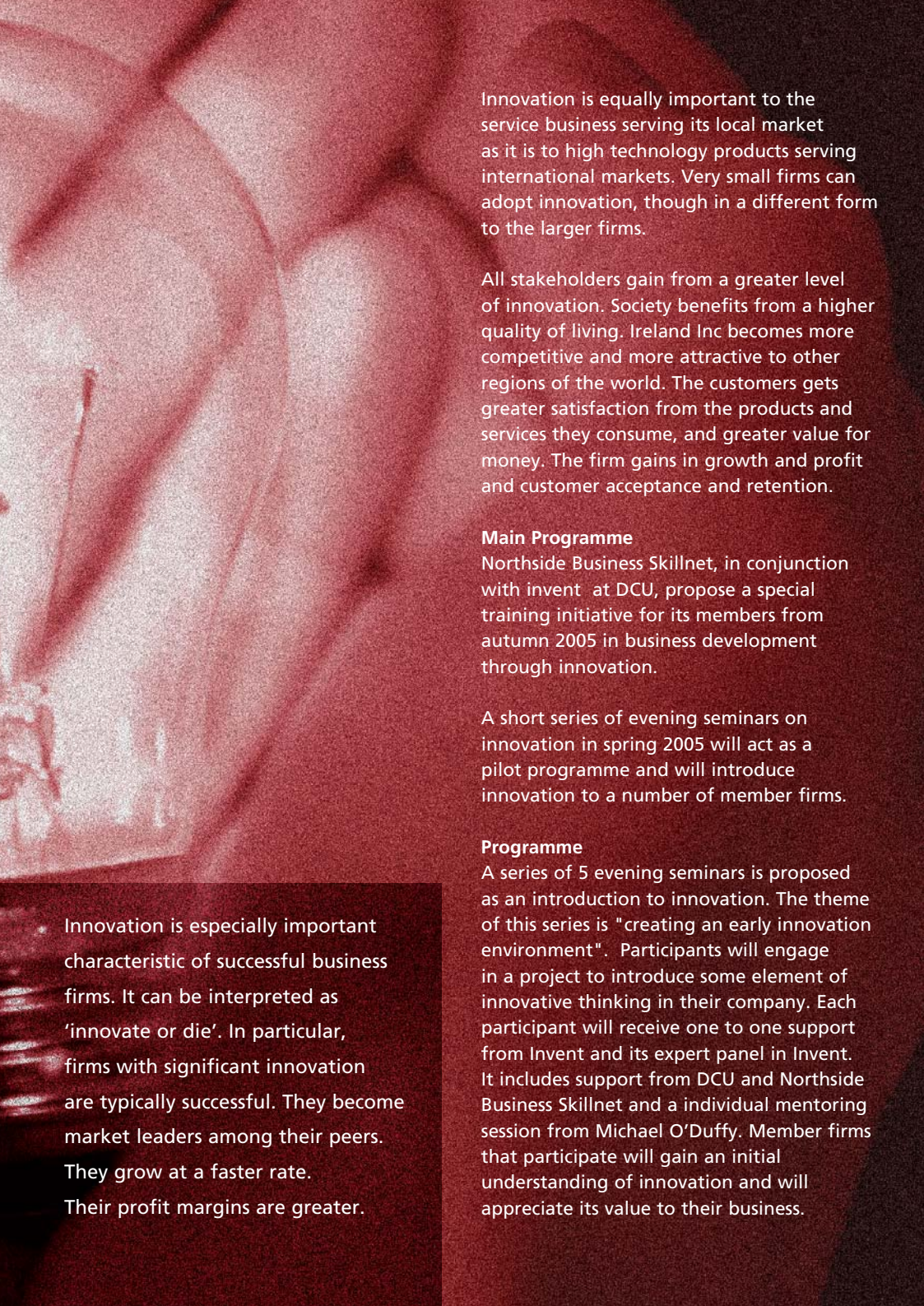
DCU

Creating an early innovation environment

Michael O'Duffy, Centre for Software Engineering, DCU



Skillnets



Innovation is equally important to the service business serving its local market as it is to high technology products serving international markets. Very small firms can adopt innovation, though in a different form to the larger firms.

All stakeholders gain from a greater level of innovation. Society benefits from a higher quality of living. Ireland Inc becomes more competitive and more attractive to other regions of the world. The customers gets greater satisfaction from the products and services they consume, and greater value for money. The firm gains in growth and profit and customer acceptance and retention.

Main Programme

Northside Business Skillnet, in conjunction with invent at DCU, propose a special training initiative for its members from autumn 2005 in business development through innovation.

A short series of evening seminars on innovation in spring 2005 will act as a pilot programme and will introduce innovation to a number of member firms.

Programme

A series of 5 evening seminars is proposed as an introduction to innovation. The theme of this series is "creating an early innovation environment". Participants will engage in a project to introduce some element of innovative thinking in their company. Each participant will receive one to one support from Invent and its expert panel in Invent. It includes support from DCU and Northside Business Skillnet and a individual mentoring session from Michael O'Duffy. Member firms that participate will gain an initial understanding of innovation and will appreciate its value to their business.

Innovation is especially important characteristic of successful business firms. It can be interpreted as 'innovate or die'. In particular, firms with significant innovation are typically successful. They become market leaders among their peers. They grow at a faster rate. Their profit margins are greater.

Programme Content

The programme will be presented in the following sequence. This will enable participants to begin to apply themselves to an initiative on innovation during the timetable of the programme.

Seminar 1: *Why Innovation?*

Innovation is defined. Reasons to innovate are considered. The expected results and its impact on firm are set down. Examples of successful innovation are used to highlight the nature of the innovation and the impact on the business enterprise.

Seminar 2: *Innovation in the Company*

Views of innovation within the firm are addressed; they represent the degree to which innovation is an embedded characteristic of the company operations. Categories of innovation are described and examples of their adoption by companies are given.

Seminar 3: *The Role of Creativity*

Creative people are profiled; 'everyone can be creative'. The creative process is described and some creative techniques and their application are considered. The change incurred in the acceptance and encouragement of creative thinking is noted. Examples of simple ideas in business are introduced.

Seminar 4: *The Innovation Project*

The formalisation of an innovation in the company is exercised in a project with a set of stages. These stages in the 'innovation cycle' are briefly described. Some ideas for their speedy completion are considered. The success of innovation through collaboration is noted.

Seminar 5: *Commercial Exploitation*

The Innovation Project takes the concept through the stages of development to the point of exploitation. In conjunction with the the company must gear up to ensure adequate commercial exploitation of the results of this project. The key issues to be addressed are briefly considered.

The Presenter

Michael O'Duffy is CEO of the Centre for Software Engineering. He has founded and managed a number of enterprises in which he has addressed innovative challenges. Michael has worked in many industry sectors, has worked for a number of international firms and in a number of countries. He has assisted many start up and mature companies in establishing strategic direction and raising their innovation level and acquiring the capabilities to become successful.

Who should attend?

- Those who feel that their organisation could benefit from a more structured approach to innovation and creativity.
- Any one who is thinking about incorporating change into their organisation.

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