



(re)innovate challenge - Training Program

(re)innovate challenge has gathered training materials from the leading minds and companies associated with innovation in order to provide challenge participants with the most comprehensive training program available. To find out who is involved check out our [Sponsors and Partners](#) page.

(re)innovate challenge provides training and ongoing support all the way from the beginning of the challenge until the submission of final business plans in May 2009. The challenge will release both written and video training materials for teams to access every fortnight. Teams apply the new material to their idea, progressively developing their business plan in preparation for the first round of judging in May.

Timing and Release of Training Material.

Dynamic Horizons, along with (re)innovate challenge content partners, has developed materials which have been used to successfully drive innovation in some of Australia's most successful organisations. Each topic covered during (re)innovate challenge will be accompanied by three sources of training materials.

Training Manuals: The training manuals are released in PDF format and can be downloaded and printed.

Video Workshops: Video workshops will provide you with information straight from the mouth of leading experts in each field.

Forums: A great thing about (re)innovate challenge is that we don't lug you with a heap of information and then say ciao and let you work it out for yourself. The videos and manuals will help you improve your idea and implement the learnings from each topic. We also understand that sometimes you need personalised advice – that's where the Mentor Forums come in. The forum for each topic will be open around a week after the release of the above training materials which gives you time to have a crack at it yourself before asking for advice. In each forum, a content expert will be available to personally answer your questions and help you get the most out of the topic.

Stage 1: Information provided prior to the commencement of the challenge

The information your team has access to prior to the commencement of the challenge is there for you to start generating and screening ideas. See the [member tools](#) webpage for over 80min of eLesson videos from Mindwerx International as well as a number of manuals, questionnaires and articles which will further help you in your idea generation. Once (re)innovate challenge has started most of the training and exercises will be about the development of your idea.

Stage 2: From paid entry up to end of December

When teams enter (re)innovate challenge they automatically join an autoresponder email sequence. This will send them the following lots of training material:

Module 1 (released immediately on sign up)

Introduction and Purpose of (re)innovate challenge

What Makes a Good Idea?

Ideas are pretty common. Really, really good ideas come along far less often. This section will help you decide whether your idea is one of the really good ones... and what to do if it doesn't stand out from the pack.

Module 2 (2 weeks after sign up)

Further Developing Ideas.

Launching straight into writing your business plan can be a big step. This topic will help you explore the idea and also start thinking about what needs to be done to make it happen.

Building a High Performance Team.

Building an idea into a viable business case takes a lot of hard work. You'll need a passionate and effective team to help make this happen. This section looks at the difference between a team and a group of people simply working together. It also discusses the five stages of team development.

9 Key Questions (for each team to complete and submit before Christmas)

Module 3 (4 weeks after sign-up)

Engaging Senior Management.

Obtaining senior management support for your idea is vital. The earlier you engage senior management the easier it will be to get the time, money and resources needed to develop your idea. It also paves the road for when you seek approval to implement your innovation.

Purpose of a Business Plan.

Your completed business plan will form an integral part of the pitch to your business to get your idea approved and funded. It will also be your road map for implementation.

The Business Plan Template

This section introduces the different parts of the business plan template which will assist you to fully investigate your idea.

Note: As we get closer to the end of December we will reduce the amount of time between releasing these chunks of information. The intent is for every team to receive all three lots of material before Christmas.

Stage 3: January through the end of (re)innovate challenge

From January chunks of information will be sent to all teams at the same time. Information will be sent on the first and third Tuesday of each month. Video workshops will be developed and released to coincide with the relevant training material. Forums will follow shortly afterwards.

Module 4 – 20 Jan

Feedback on the 9 Key Questions

Topic 1: The Need

The most successful innovations are those that provide a solution to a compelling need. This topic will guide you through the process of explaining the need to which your innovation is providing a solution.

Topic 2: The Idea.

Clearly explaining your idea and how it fulfils the need is vital to its overall success. This topic poses a number of questions to help you explain your idea.

Module 5 – 3 Feb

Topic 1: Market Research

Accurate information about potential customers and competitors is essential to turn your idea into a successful innovation. This topic provides teams with a complete market research guide.

Topic 2: Implementation Strategy

The next hurdle is developing a practical strategy to make the idea a reality. Again, this section contains a number of prompts and questions to help your develop your implementation strategy.

Module 6 - 17 Feb

Topic 1: Marketing Plan

The Marketing Plan details how you will sell your idea to customers. In addition to advertising and promotion, this topic also explores the price at which you will sell the innovation and distribution channels through which you will reach customers.

Topic 2: Design and Development Plan

Design and development is important as it is very hard to get others to support an idea if it only exists on paper. This section guides teams through the process of turning their idea into something tangible.

Module 7 – 3 Mar

Topic 1: Intellectual Property

Protecting the intellectual property in your idea is essential. This topic will help you ensure your business can extract maximum value out of the idea... and prevent it from being pinched by someone else!

Topic 2: Operations

The Operations section helps teams think through and explain how they will make their innovation or prepare it for distribution

Module 8 – 17 Mar

Topic 1: Schedule

In this topic you will identify all the actions required to move your idea forwards. You'll also be prompted to set milestones and implementation dates.

Topic 2: Return on Investment

For an idea to become a successful innovation, you must be able to demonstrate the value it will create. In this section teams will be introduced to tools that will help them prepare both financial and triple bottom line projections.

Module 9 – 7 April

Topic 1: The Team

Almost as important as the idea is the team that will make it happen. In this section you'll analyse whether your team has the appropriate skills and capacity to take the idea from concept to reality.

Topic 2: The Ask

The Ask is crunch time! In this section the team will identify the resources, funding and approval they require to make the idea happen.

Module 10 – 21 April

Topic 1: Executive Summary

Although it belongs at the beginning of the business plan, the Executive Summary module is released last so you can complete it right at the very end.

Topic 2: How to Pitch Your Idea

Here your team will be taught that the pitch is where most innovation battles are won or lost. You will be guided through the process of developing a compelling story that captures the minds and hearts of senior management and paves the road for a successful innovation.

Note: Pushing material out to the teams will play an important role in ensuring they progressively build their business plan. We will also make the materials available to teams that wish to move ahead.