

**ionology**

# DIGITAL INNOVATION COURSE



Create a Culture of Digital Innovation  
Across Your Organisation

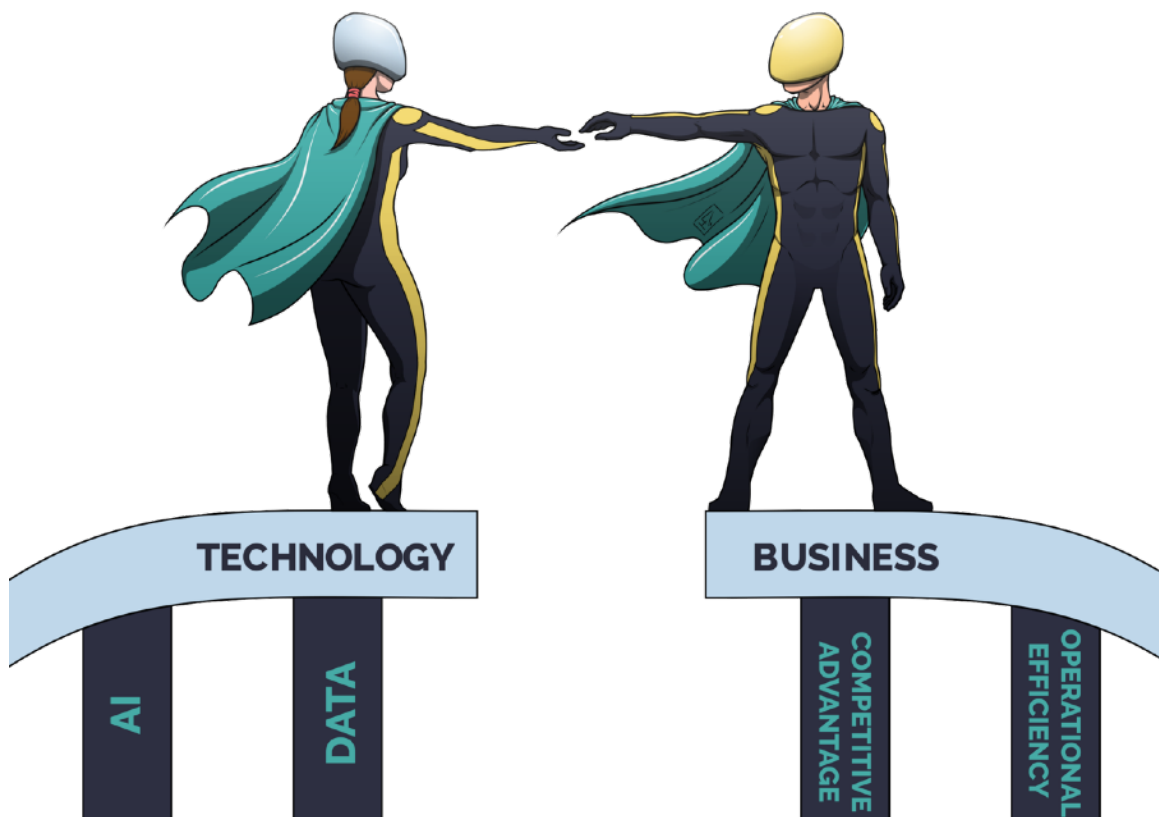
Remote Learning | On-Premise | Blended

## BUILDING A DIGITALLY INNOVATIVE AND TRANSFORMED ORGANISATION

Successful organisations have helped their people develop the digital mindset, the skills to create data-enabled strategies and the ability to leverage emerging technology through cycles of innovation.

**Innovation is a learned process** and creating a culture of innovation requires skill and deliberate focused effort.

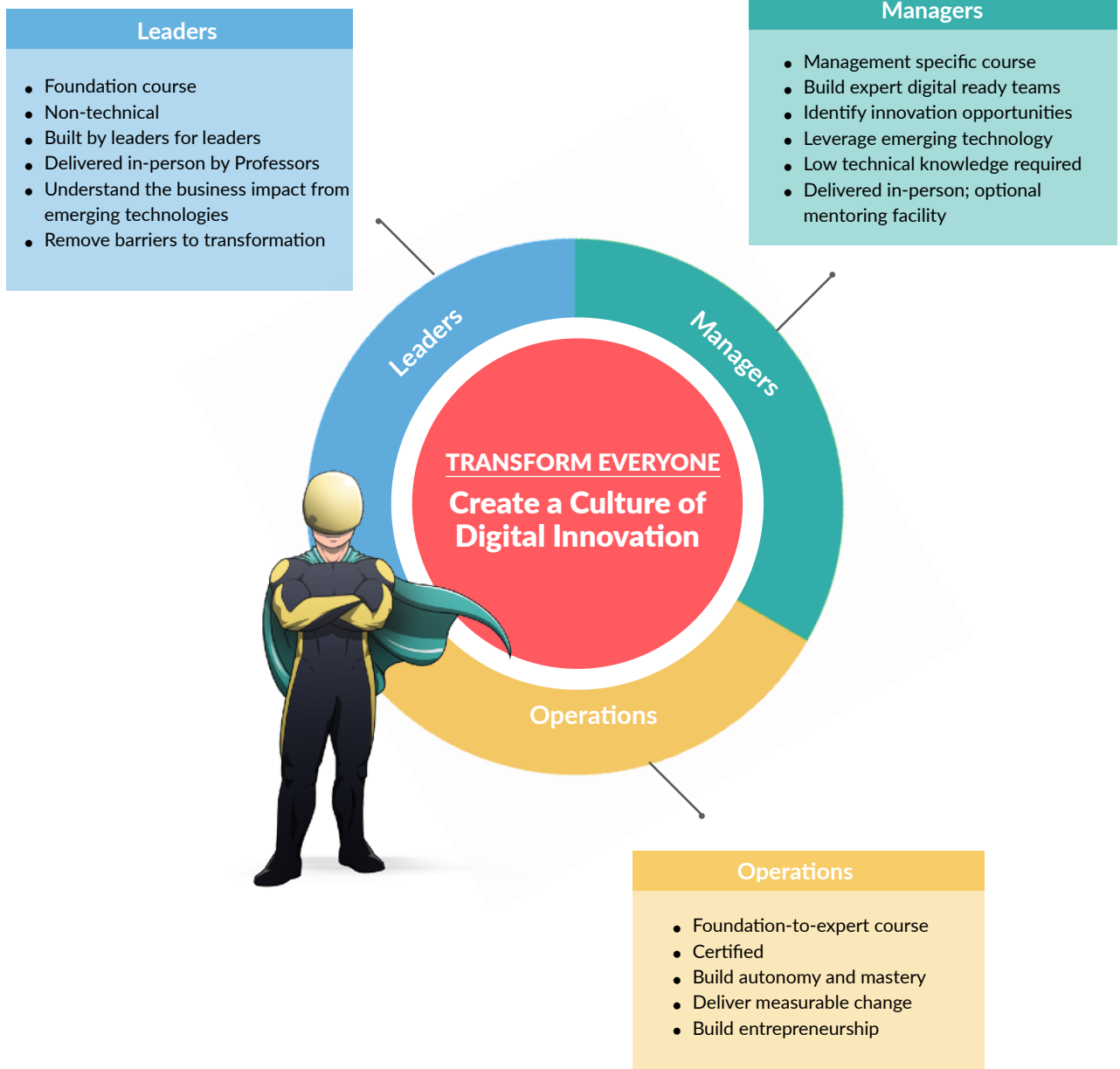
This course is designed to teach participants how to move beyond good ideas into a position of delivering **constant, strategic innovation** that creates change in the organisation and value for the customers.



# CREATE A CULTURE OF DIGITAL INNOVATION ACROSS YOUR ORGANISATION

Successful enterprises build capability and specialist teams.

This course provides expert facilitated and tailored learning solutions to suit the requirements of decision makers at every level within your organisation.



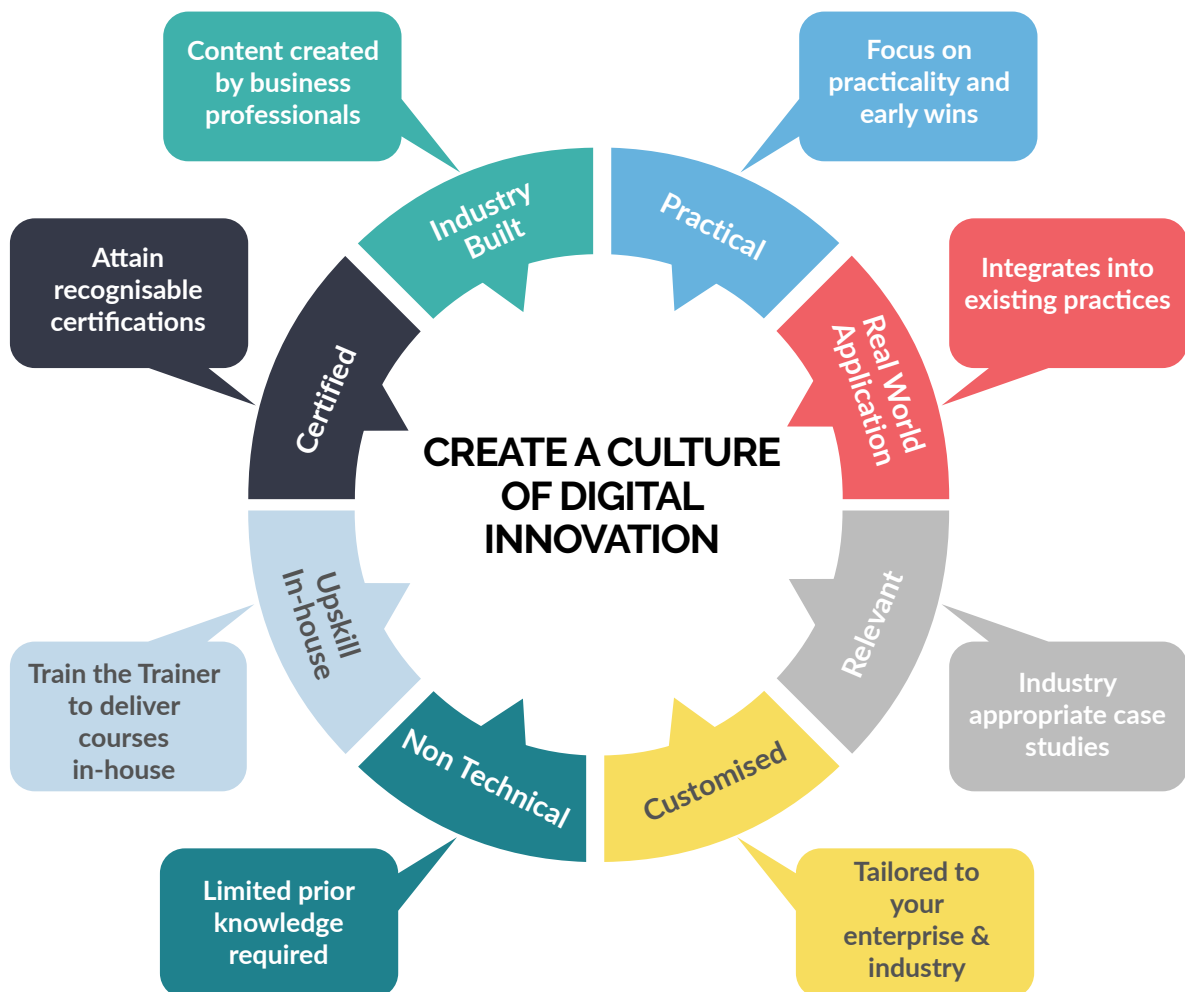
## YOUR LEARNING JOURNEY

As with all Ionology courses, this course is case-study driven and includes practical experimentation. Learners will be taught how to gain the 'digital mindset' and will be exposed to the latest techniques and tools for creating data-driven roadmaps for innovation.

The course is designed to build confidence and enable your decision makers to deliver real, tangible transformation and the evidence based insights to create new products, services and business models.

### What we deliver

If you need practical, data-driven and action-orientated courses that lead to immediate application of knowledge and skills required to create a culture of innovation, you have come to the right place.



## HOW WE DELIVER

- We specialise in upskilling teams with courses delivered by industry experts.
- We tailor our content to offer the best in-house learning experience and outcomes.
- Pre and post class assessment to optimise and complement our executive education programs.
- Surveys, quizzes and discussions play a key role in our delivery and provide a great basis for rich dialogue, key insights and measurable outcomes. These insights and outcomes provide qualitative and quantitative data that your organisation can utilise beyond the classroom.



**ONLINE, ON-PREMISE  
OR BLENDED**



**PRE & POST CLASS  
ASSESSMENT**



**INDUSTRY CERTIFIED**



**SURVEYS, DISCUSSIONS &  
QUIZZES**



**PEER LEARNING**



**PRACTICAL EXPERIMENTS**



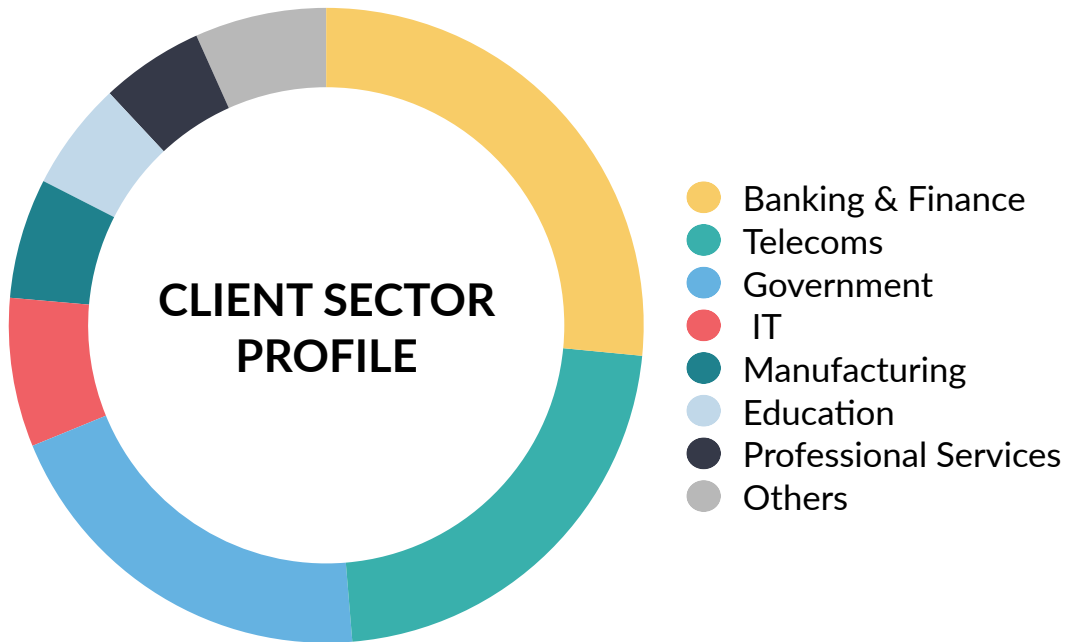
**ONLINE, AI ENABLED  
SUPPORT TOOLS**



**TAILORED AGENDA & CLASS  
MATERIALS**

## WHO WE DELIVER TO

Our course content is suitable for all sectors.



## YOU'RE IN GOOD COMPANY

Our course alumni..



# Course Agenda

## CREATING A CULTURE OF DIGITAL INNOVATION

### Purpose

Innovation is not the same as being creative or producing good ideas. It requires taught skills in areas of co-collaboration, the creation of data-driven, testable hypothesis and the building of minimal viable products.

A culture of innovation means that a business can innovate rapidly with clear process. Innovations must stem directly from the business strategy. Leaders must provide such guidance and innovators must provide supporting data in an attempt to focus resources.

Truly innovative businesses must be prepared to pivot in the face of evidence. This course teaches you how!

This course is for creative and innovative executives that want to drive change; as well as leaders and managers in charge of sponsoring and killing innovations when data doesn't support the hypothesis. It requires subject matter experts from key departments, including technology and communications.

### Module 1: **What Counts as Innovation**

- Creating a cultural mindset for digital innovation
- Identifying customer needs
- Collaborative innovation
- Design Thinking and Sprint - the design of products, services and new business models

## Module 2: **How to Select Innovations**

- Strategic intent and core competencies
- Resources versus agility - How to find the right balance
- Partners, platforms and technology - influencing your innovation operating model
- Gate systems and selecting the right idea
- Resource Analysis

## Module 3: **How to Scale Innovation and Change**

- Innovate the core - sustaining, adjacent and disruptive innovation in good measure
- Innovation execution





## PROGRAM FACULTY

### Designed & Delivered By Industry Professionals

All Lonology courses are made by industry experts that work every day with business and government institutions. This means the case studies have been experienced first hand, the insights are real (not researched) and the delivery is authentic.

We help public and private sector organisations transform and align their organizations for the digital era by developing the skills, capabilities and knowledge of their leadership teams and employees.

## PRACTICAL, PROVEN & ACTION ORIENTATED

This course leverage Lonology's extensive portfolio of bespoke leadership programs underpinned by the Lonology Digital Transformation Framework and relevant insights. All our courses use this proven, data driven methodology, yield practical application and come with essential tools enabling learners to immediately start planning their own digital transformation projects.

### Prof. Niall McKeown - Course Director

Founder & CEO of Lonology, a visiting Professor at Ulster University and lecturer at the University of Cambridge, Niall is a world renowned leading authority on the subject of digital transformation and AI. He regularly delivers keynote presentations and lectures throughout Asia Pacific, EMEA and USA on digital transformation and innovation. Niall is the creator of Lonology's Digital Transformation Framework and co-author of the book "The 7 Principles of Digital Business Strategy".



## INDUSTRY VALIDATED CERTIFICATION

**We get it; we're not Stanford, MIT or Emeritus nor do we try to be. This is an Industry Certification.**

We don't repackage someone else's case studies and research. We were there, with our customers every step of the way, building each and every case study that appears in our courses. Our lecturers are first and foremost digital transformation business professionals, not academics.

Unlike all other academic courses, our frameworks and practical methodologies are data-driven and AI enabled. We teach the most advanced, purpose built, data driven digital transformation framework and AI courses to global leaders across all industry sectors throughout the world.

If you are looking for an academic accreditation which anyone can buy, then our courses are not for you.

**If you're looking for widely proven, practical, digital transformation and AI courses, then you've come to the right place!**

Ionology has convened a Global Industry Certification committee. The committee includes top commercial and

government professionals in the world of technology, business consultancy and sales. They are the certification body that ensures the quality of our courses are world class, up-to-date, relevant, practical and unique.



## PARTNER NETWORK SPANNING THE GLOBE

Lonology has a global network of certified digital transformation consultants and digital innovation experts qualified to deliver training and consultancy projects for government and enterprise clients worldwide.

UK  
Ireland  
Germany  
Spain  
Saudi Arabia  
UAE  
South Africa

Thailand  
Malaysia  
India  
Singapore  
Sudan  
United States  
Peru





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