

## CLIENT TESTIMONIALS

*"I like the training for several reasons: it introduced us to innovative concepts, pushed us beyond our comfort zones, facilitated invaluable networking, and allowed us to learn from the diverse experiences of others."*

William Hams, Q8 Regional Operations Manager at Q8 Aviation

*"Pitching/presenting our business case ourselves at the end of the training made it real and concrete. Makes things clear."*

Michiel Stoffels, Advisor PXL University College



### NEXT TRAINING DATES

- Dutch training: Oct. 23-24, 2024
- English training: Dec. 5 & 12, 2024

### LOCATION

Living Tomorrow Innovation Campus,  
Indringingsweg 1, Vilvoorde

### FEE

1550 EUR, excl. vat

Check the website to see if you can still benefit from the 10% early bird discount

### HOW TO APPLY?

Visit our website to fill out an online application and to check for the latest program dates and information.



### OPEN TRAINING

## INNOVATION PROCESS

FROM DESIGN THINKING AND LEAN START...  
TO AI TOOLS

*Empower yourself with the best practices in innovation and elevate your problem-solving skills*

Also available Incompany

## PROGRAM DETAILS

### DAY 1 – Foundation, Problem Understanding & Solution ideation

- **Innovation Essentials:** explore the significance and role of innovation in business growth.
- **Effective Problem Framing:** learn methodologies for comprehensive problem exploration and insight prioritization.
- **Understanding Context & Customer Insights:** emphasize the importance of customer understanding and contextual insights for effective problem-solving.
- **Creative Solution Crafting:** engage in brainstorming techniques and hypothesis formulation for innovative solutions.

### DAY 2 – Prototyping, Business Viability & Pitching Mastery

- **Prototyping the Solution:** dive into MVP concepts, crafting initial prototypes for proposed solutions.
- **Running Effective Experiments:** explore rapid experiment methodologies for hypothesis validation and solution testing.
- **Business Model & Value Creation:** align business models, refine value propositions, and understand revenue generation strategies.
- **Emphasizing Viability & Sustainability:** highlight the importance of business viability and sustainability in solution development.
- **Pitch Development:** hone presentation skills, practice effective communication, and Q&A strategies, culminating in a refined pitch session.



## WHY THIS TRAINING?

- **Applied learning with real-world cases:** We delve into actual cases, ensuring that the techniques and tools learned are directly applicable to diverse business scenarios and industries.
- **Hands-On Learning:** Experience the innovation process firsthand in this learning by doing format, where theory meets practical application.
- **Master diverse techniques:** Explore a wide range of innovation techniques like Design Thinking, Lean Startup, Business Modelling —empowering you to choose and blend techniques for high impact.
- **AI empowerment:** Discover the fusion of AI-tools with innovation and discover those that will maximize your potential to create and implement groundbreaking ideas.
- **Validated Business Cases:** Learn how to de-risk your ideas into validated business cases.
- **Pitching Mastery:** Receive coaching to gain skills and confidence on pitching your innovative projects to stakeholders effectively.

## WHO SHOULD ATTEND?

This training is interesting for all those involved in creating, developing and implementing new products, services, processes, or strategies. In essence, nearly anyone involved in making new things or solving complex problems can benefit from this training, as it promotes user-centered thinking and rapid action based on real-world feedback.

## BRING THE TEAM

Participation of teams spanning different functional areas from the same organization is strongly encouraged. Training groups, pricing and other arrangements are available to companies' sponsoring teams of four or more participants. Please contact us to learn more.



Find more information on our website and reserve your seat today!

✉ [academy@livingtomorrow.com](mailto:academy@livingtomorrow.com)



## MEET THE TRAINER

**Dorien Piessens** is a Strategy & Innovation Consultant at TomorrowLab. She is a startup founder with an MBA in international business and has many years of experience in coaching Innovation Teams in devising and developing new business opportunities from idea to implementation.

