



Making Innovation Happen

A programme to help you grow through innovation

Course length: 4 day programme

The Making Innovation Happen programme is built on RTC's long track record of supporting organisations throughout all stages of the innovation and commercialisation process.

Guided by experienced facilitators using established tools and techniques, businesses are guided through the innovation process.

From identifying key business challenges and generating new ideas to process improvement, marketing and product launch this four day programme will help you future proof your organisation and plan for sustained growth.

Programme outline

This four day programme will give companies a comprehensive introduction to building and sustaining a more innovative organisation.

Day 1 - Strategic Roadmapping

This will help the company to see exactly where they are within their sector and to understand the trends, challenges and opportunities ahead.

Day 2 – Idea Generation for Business

This will help the business to be more creative in identifying new products and services, developing new marketing concepts and solving problems within the business.

Day 3 – A New development Process

This will help the company create a new and bespoke development process, that generates a steady stream of new product ideas, manages them through the process and ensures that the whole company is focussed on growth through innovation.

Day 4 – New Product Development.

This workshop will give the organisation the tools to develop products that are rooted firmly in an understanding of customer needs, perceptions and desires, and to create marketing messages that focus on these key features.

Who should attend?

This masterclass delivered on company premises is available to small, medium or large businesses that are focused on sustained innovation and development.

It is anticipated that a number of participants from each company from different levels and functions take part.

Training at RTC

People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.

For more information on this 4 day innovation programme that can be carried out within your organisation please contact:

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