

## Core Business Design Innovation programmes



*"Change is constant and rapid, how we react determines how we develop as an individual or organisation. The key to achieving ambitions and aspirations is to know when and how to react. Core Business Design facilitates effective change using tried and tested business design strategies"*

*Richard Holt, Managing Director Core Business Design*

# core™

## Core Business Design Programme

### Contents:

Page 2	About us: Core Business Design Innovation Training Services
Page 3	Our offer: Innovation training programmes
Page 5	Co-creation: Embedding innovation in your business or organisation
Page 6	The team
Page 8	Endorsements
Page 9	Our approach and adding value

### About us:

Core Business Design provides **Design and Innovation Training Services** to individuals and groups who want to improve their business performance.

We specialise in improving the product, service or idea at the core of your business strategy. This maximizes the benefits of your organisation to your customers, improving customer satisfaction and ultimately increases sales and performance.

Core Business Design presently works with a range of business agencies to support economic development by facilitating growth through new or existing businesses.

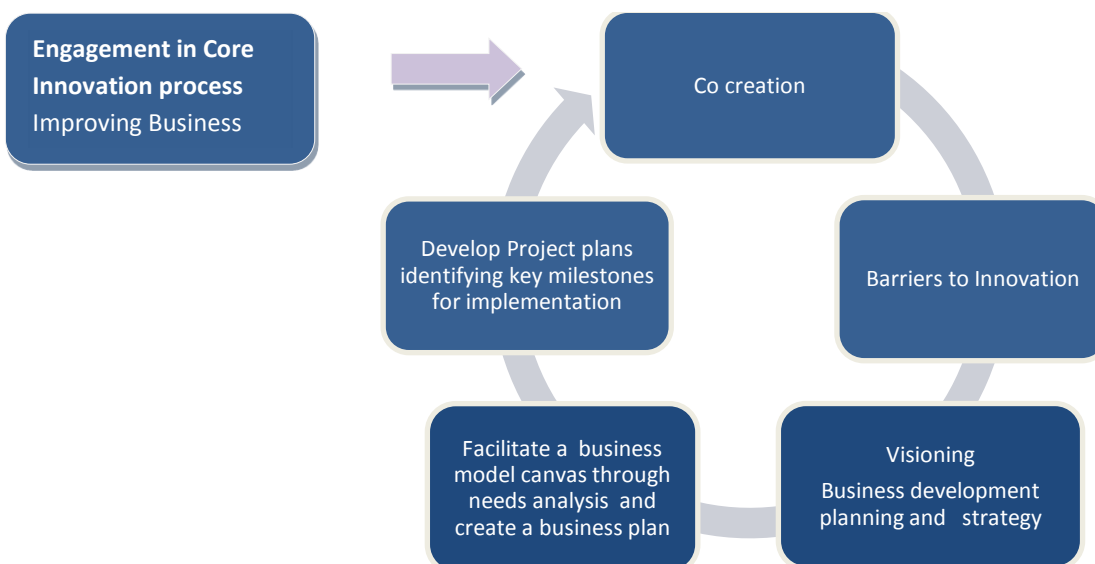
We provide bespoke training packages to meet the needs of our customers. If you are interested in improving your business proposition or product, service offer then please contact us to arrange a free and impartial meeting to discuss your needs.

### Core Business Design and Innovation Training Services:

#### Training Programme Aims

- *Helps individuals and organisations to develop their capacity to innovate and collaborate*
- *Provides a safe environment to discuss everyday problems, share experiences and learn.*
- *Provides Open Innovation training and exchange of knowledge and experiences*
- *Provides flexible sessions where the topics of discussion are directed by the group*
- *Clients gain new knowledge from their colleagues, from facilitators and from outside experts*

Core Business Design offers **Innovation Development and support through** the following services, content and delivery.



### Our offer:

Our innovation programmes include the following:

Through open innovation and collaborative action learning sets we provide the following workshops:

- Co creation
- Product Design
- Creating Service Excellence
- Barriers to Innovation
- Embedding Innovation
- Innovation Learning Programme

### Co creation

We facilitate people to think openly about new ideas and explore how pooled knowledge and experience can create new business concepts and innovation at the heart of their organisation or business.

Co creation creates resources and knowledge that builds on ideas and creates collective working partnerships building innovative solutions within the business model or organisational model.

Working with people who you don't normally work with can give clarity or provide a different perspective to ideas that can often spark off new and often radical new thoughts within the team and individual.

Creating an idea generates a great buzz of excitement. We all understand that Ideas can easily diminish as the pressures of work take over, but partners with a shared vision can support each other and help new ventures work and flourish.

Through co-creation you will gain this benefit across two or more teams.

As well as the real possibility of new business breakthroughs, participants also learn about and gain confidence in using co-creation themselves. So they might start engaging with customers in the way that other successful innovative companies have successfully done, or using the process with suppliers, their own staff or colleagues.

This CORE workshop provides a 'guided' process with participants, generating ideas, discussing the concepts with experts and then creating the beginnings of a 'value proposition' for teams to implement.

### Product Design

We provide product design development advisory services for new or existing products through realisation and point of sale strategies to increase market share. Our product design advice services include market research, idea generation, 3D specification and visualisation, rapid prototyping and product lifecycle management.

### Creating Service Excellence

Services are the cornerstones of modern economies and governments. Design considers services which are focused on the end user and developed systematically. By simply exploring, generating and evaluating the customer journey, experience, touch points, etc we can find ways to improve services in a sustainable way.

By using such design techniques organisations can deliver services that are built around the real needs of clients, which simplify complex problems and deliver solutions that are future focused and cost conscious.

### Barriers to Innovation

This workshop explores current innovation models using case studies of successful companies who are able to continuously change based on market forces and trends. We explore the barriers, challenges and the way companies create new tools and strategies to innovate successfully. As result of the workshop delegates are able to audit the innovation process in their business and create their own company/personal action plan. This allows the business to plan towards a common aim, empowering all stakeholders in the successful exploitation of the vision.

### Embedding Innovation

The Core Business Design Innovation programme also explores the implementation of identified innovation strategies. This is based on the client's journey and decision processes through the previous workshops. We explore practical project management techniques to develop a realistic project plan. Clients are introduced to clear and practical project management planning objectives, techniques and processes. This results in a tangible and realistic implementation plan for the businesses to further exploit ideas in support of their overall innovation strategy. This element is developed using an online project management planner to aid continual monitoring of progress and adaptability through the innovation journey.

### Core Business Design Innovation Learning Programme

To achieve sustainable innovation cultural change requires a dedicated, interlinked, programme of activities. Whilst individual workshops can inspire and deliver valuable tangible outcomes, embedding lasting change in approach and attitude to innovation requires time to allow ideas to flourish. Our aim is to facilitate a culture of open knowledge exchange with all participants and empower them to become innovation ambassadors within their organisations ! The programmes, running from 6 months to a year, provide a team journey, visiting topics including co-creation, innovation barriers, Business Canvas modelling and topics reflecting individual personal or organisational challenges.

We can also signpost to Core Business Associates who are experienced in the following areas:

- Innovative approaches to change management
- Leadership and management
- Steps to successful collaboration
- Intellectual property (Non disclosure, patents + trademarks etc, agreements..)
- Next generation social networks for business – what's coming??
- Engaging with globalisation (internationalisation and export)
- Platforms and growth models
- Work <> Life Balance (especially useful for Start-ups, Entrepreneurs)
- Procurement and buying communities

## Co-creation and embedding innovation in your business or organisation:

As an entry point for embedding innovation culture in your business or organisation CORE BUSINESS DESIGN has developed a simple but effective workshop which introduces you and your team to the skills and techniques to start creating a flexible, adaptable and efficient offer.

The half day co-creation workshop is based on an open innovation learning programme technique which is designed to unlock and uncover opportunities for growth or diversification within organisations or collectives. The focus is on the skills and assets of the group and how through de-construction of the business model canvas we can highlight opportunities for more efficient delivery of services or products or in some cases radical change in the day to day running or focus of the business.

Embedding innovation culture within an organisation is an incremental process so value propositions arising from these workshops will require further facilitation and guidance in order to empower the organisation to adopt change and the strategic implementation of these collective working practices towards a specific vision or aim. The workshops provide advice and further follow up materials and support where needed to help you articulate these strategies in your business or organisation.

These techniques are used in high performing organisations around the world and provide tools and strategies to embed continuous innovation within the culture of the business. This creates a culture where change is embraced throughout the business structure which can then easily adapt and flex to meet the ever changing market context and customer base demands.

5

**Who are these workshops for:** Chief Executive Officers, Directors, Senior Management and Middle Management.

The workshops are designed for organisations and individuals who recognise that change is an important part of their daily process and future practice and would like to explore how they can create a culture and dialogue within their organisations where continuous innovation is core to their offer and a central part of their brand values.

### Flexible delivery to meet your needs.

These workshops are designed to meet your needs and requirements and therefore content, timing, dates, venue and numbers of people participating can be discussed prior to booking.

### The Team:

Our Core team of associate members have a wealth of experience in design, business Innovation, marketing and digital communication; they all have impressive network connections and, importantly, share a passion for design, business innovation and building the UK economy. We have over 25 years experience in facilitating Innovation programmes to the business sector. We provide experienced and professional facilitators, developing and implementing innovation techniques and business development models throughout the private and public sector regionally, nationally and internationally.



Richard Holt – Business Design and Innovation.

Richard is an experienced business development facilitator specialising in business design and innovation solutions. He has over 25 years experience in new enterprise development and has written and delivered numerous courses nationally and internationally to support individuals and businesses identify their potential and realise their aspirations. He is presently delivering a range of Business Design and Innovation training courses across the South West and is soon to open the innovation centre in Somerset for businesses to access business support and development opportunities. Richard also works as an advisor for Somerset Business Agency. Director Core Business Design and Creative Innovation Centre CIC, BA Hons Industrial Design PGCE MCI and Fellow of Creative Enterprise through the Centre of Excellence in Teaching and Learning at Plymouth University.



John Boulton – Strategic Design and Innovation.

John has considerable innovation experience and reputation in the UK design industry and over the past 25 years has delivered design and innovation business strategies to businesses all over the world. He was a founding director of *Product first* a consultancy specializing on design led innovation & cultural change. He is Associate Professor of Design Strategy at Brunel University, where he lectures on Innovation, Branding and Foresight. Previously he has held directorships with Michael Peters (Asia-Pacific) Limited providing brand solutions for Japanese companies; founding editorial board member and series contributor to new design magazine. As an independent consultant, he has devised, delivered and advised on innovation/training for NGO and Government bodies including the UK Design Council and its Designing Demand programme, South West Design Forum, EU Leonardo, Russian Ministry of Economic Development supported schemes, Portuguese, Brazilian, Korean, Taiwanese and Chinese training programmes.

# core™

## Core Business Design Programme



Andrew Knutt – Design, marketing and digital innovation.

Andrew is chair of Somerset Design Enterprise Network and a board member of Design South West. His knowledge and skills in digital design, e-business, marketing and media technology are second to none. His expertise in business development combined with the application of his digital knowledge and market place has been enjoyed by a wide range of clients. Educated in business studies and an Associate of the Institute of Business Consulting Andrew brings a wealth of knowledge to support clients get the best out of their businesses.

Director Core Business Design and Creative Innovation Centre CIC

Member for the European Interest Group on Creativity and Innovation (“EICI”) for South West

Core Business Associates:

Andrew Palmer

Marketing planning and business development process specialist with 25 years experience across a diverse range of blue chip and SME businesses.

Andy Steele

Over 25 years in business including 2005-2010 CEO of one of the largest South West based law firms, business improvement specialist.

Ray Evans

Business marketing specialist focused on maximizing service design, point of sale and customer satisfaction

Paul Thresher

New business development specialist advisor on all aspects of business strategy, planning and implementation.

Neil Lumby Core Business Design Associate Director

BA Hons in Design Communication and a member of Chartered Society of Designers. 25 years experience as a design consultant in graphics, brand design and design strategy management expertise.

If you would like to find out more about CORE BUSINESS DESIGN and our Innovation learning programmes contact:

**Richard Holt** *director* 07905 237838

[richard@core-business-design.com](mailto:richard@core-business-design.com)

[www.core-business-design.com](http://www.core-business-design.com)





# core™

## Core Business Design Programme

### Endorsements:



Core Business Design delivers the European Open Innovation Learning programme (Interreg) for Somerset County Council and Somerset Chamber of commerce. It provides collaborative facilitated learning for private and public sector businesses and organisations to improve overall business performance.



Core Business Design directors developed the regional continual professional development training programme for design companies to up date their skills to support local business development. Voted the best training programme to support SME's in the South West by SWDF members



Core Business directors developed and designed creative enterprise programmes through IDEN which were used in Cape Town, South Africa for business development and Toronto, Canada for creative industries development.



We believe CORE BUSINESS DESIGN is unique in the offer of open innovation learning by applying design strategy at the core of its innovation and strategic business development programmes.

Patricia Marks Director, Somerset Business Agency C.I.C Director of FSB, Somerset



We found the co creation workshop delivery and content very useful for identifying areas within our existing company structure for potential innovation and collaboration. We feel that this method of exploring possible collective working practices is of interest to the development of future collaborative projects. We support the development of any future innovation programmes delivered through Core Business Design.

Greg Saunders, Partner Foot Anstey



We thoroughly enjoyed the co creation and innovation workshops which have now led to our company embedding these processes and strategic philosophy into our mainstream operations.

I would thoroughly recommend them to any forward thinking and progressive business.

Robert Leitch BSc (Hons), MBCS, CITP, Business Development Director Higher Sites Group

### Our approach

We approach group delivery through an action learning process or for individuals through an on going one to one support programme. By facilitating content and active discussion and practice, clients are able to work in open dialogue to develop and create personal action plans for implementation.

### Value added

All support core business design materials are made available to the clients both in hard copy and online. Due to our extensive range of contacts in the business design community we also offer online facilitation and support through peer focused interactive environments. These facilities allow the clients to communicate and foster ideas and develop collaborative models through their membership online environment. They can access support materials, share materials, further develop projects and links to resources they have identified. They can then start to build an innovative community and resource repository containing knowledge which is intimately related to the participating group.

We can signpost government initiatives which support innovation development such as NESTA, University Innovation centres accessing AHRC research and development funds, Design Council initiatives, iNet programmes. UKTI, European and International networks.

Each of our associates is able to signpost advice, support and specialist providers based on their extensive business knowledge, contacts and subject specific online groups etc.

If required we provide resources such as workshop and meeting environments with presentation and online facilities with access to lap tops, film and online presentation development equipment at our Creative Innovation Centre:



### Service provider and delivery policies.

**CORE BUSINESS DESIGN** is compliant with local government policies such as health and safety, equal opportunities and sustainability. We can provide evidence of our professional indemnity and public liability insurances if required. We also provide non disclosure agreement formats both in hard copy or online which are fit for purpose to support intellectual property rights in support of all innovation programme participants.

*"Change is constant and rapid, how we react determines how we develop as an individual or organisation. The key to achieving ambitions and aspirations is to know when and how to react. Core Business Design facilitates effective change using tried and tested business design strategies"*

*Richard Holt, Managing Director*



Telephone: 01823 421739

E-mail: [info@core-business-design.com](mailto:info@core-business-design.com)

[www.core-business-design.com](http://www.core-business-design.com)

