**PROPOSAL FOR CONFERENCE WORKSHOP**

**Title of Workshop:**

**Open Innovation ‘Lift-Off’ Workshop**

<table>
<thead>
<tr>
<th>Name, Title and Affiliation of Facilitator:</th>
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<tr>
<td>Alan Drummond BSc MBA, Managing Director, Argenta Nova Ltd, previously: Marketing Director Unilab Ltd; Grenoble Graduate School of Business; Open University Business School</td>
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<tr>
<td>Ron Donaldson BSc, Knowledge Ecologist, Argenta Nova Ltd, previously: Customs &amp; Excise, English Nature, Natural England</td>
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**Details of workshop (including aim and scope):**

This is an interactive workshop which will explore the benefits of applying participative narrative inquiry (PNI) and creative problem-solving (CPS) techniques in the context of Open Innovation.

The workshop demonstrates one element in a more extensive approach to effective networking and to nurturing collaborations in which sharing knowledge boosts innovation. (The approach has been used with Eurocopter, Cranfield University, Buckinghamshire Fire & Rescue Service, among others.)

The focus of a 1-hour workshop necessarily has to be very sharp. We aim to give participants experience of 1 or 2 techniques drawn from the overall approach.

With SpeedStorming, for example, pairs of participants address an opportunity for innovation by combining their individual experiences, expertise and skills. The knowledge exchange as each pair captures their ideas in a ‘design sheet’ is deep and extensive. By working on shared challenges in this way, strong trust relationships result.

**Who would be interested in this workshop – who would benefit from this workshop?**

- Senior managers interested in learning how Open Innovation could benefit the business strategy of their organisation
- Technologists / engineers interested in learning how to collaborate openly
- Business development managers interesting in meeting like-minded individuals and building contacts with potential collaborative partners in different sectors and industries
- People with ideas which they do not know how to develop and need support and help from others
- Innovation and knowledge sharing practitioners interesting in seeing different approaches and methodologies

**Website URL of Call for Papers (if any):**


**Email & Contact Details:**

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