



Innovation through Knowledge Transfer - InnovationKT

PROPOSAL FOR CONFERENCE WORKSHOP

Title of Workshop:

Open Innovation 'Lift-Off' Workshop

Name, Title and Affiliation of Facilitator:

Alan Drummond BSc MBA, Managing Director, Argenta Nova Ltd,
previously: Marketing Director Unilab Ltd; Grenoble Graduate School of Business; Open
University Business School

Ron Donaldson BSc, Knowledge Ecologist, Argenta Nova Ltd,
previously: Customs & Excise, English Nature, Natural England

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):

<http://www.argenta-europ.com/default.asp?pageid=217>

Email & Contact Details:

Mike Drummond, Argenta Nova Ltd, mike@argenta-europ.com, 07502 402 543