

Innovation360 Licensed Practitioner Update - April

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INNOVATI^oN 360



What you need to know in April

- [A global call for ideas to Fix the Planet](#)
- [Spotlight on Greg Collier: 4 ways to activate your inner anthropologist](#)
- [An exclusive webinar on managing transformation projects](#)
- [A checklist for choosing the best idea management system](#)
- [AI Perspective: AI business news, stats, and China's AI empire](#)
- Innovation360 expands in North America

- [Two new cohorts complete training in Stockholm and New York](#)
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[A New Global Idea Campaign: Fix the Planet](#)

On Earth Day 2019, April 22, Innovation360 will launch a global idea campaign, powered by ideation360. Our goal is to gather ideas from everyone on the planet on how to preserve our shared resources and all forms of life.

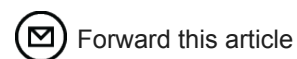
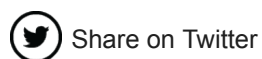
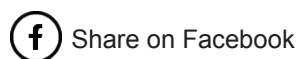
The ideation360 team is providing and setting up the platform. Gerry Purcell at Innovation360 Canada is heading up the analysis team with Licensed Practitioners AJ Kennedy and Susan Wright, while the US team is building the campaign and communications plan. The Licensed Practitioner team will apply the latest AI tools and Innovation360 methodologies to the results, then present their findings at a press conference in New York City.

All teams across the Innovation360 Group, in association with the Licensed Practitioners, are taking joint responsibility for the massive public reach out effort.

[Sign up for news and early access](#) to the Fix the Planet campaign and receive updates, shareable content, and a roundup of the latest ideas once the campaign kicks off.

You can also share this customized link to invite people to the Fix the Planet newsletter on your website, on social, and in your email signature line: <http://bit.ly/Join-Fix-the-Planet>

We encourage everyone to help us promote the campaign, spur idea generation, and connect with new sponsors or partners. Let's work together to demonstrate the power of ideation and make the world more habitable for future generations. Spread the word across your wider networks and contact your key account manager to get involved. Read more details in [Fix the Planet - Protect Our Species](#).

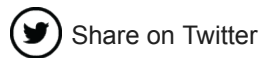
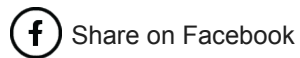


[Innovation360 Licensed Practitioner Spotlight: Greg Collier on Awakening Curiosity](#)

From his home base in Melbourne, Australia, Innovation Management Green Belt [Greg Collier](#) applies Innovation360 tools and methodologies to awaken curiosity and develop anthropology skills at businesses in many locations. from the



Middle East to the Pacific Island nations. Read his 4 best exercises for sparking innovative thinking in his Innovation360 guest post [How to Awaken Curiosity and Activate Your Inner Anthropologist](#).



[Working with Transformation Projects](#)

Technology is transforming our society at an explosive rate and in unpredictable ways. Although companies try their best to adapt and respond, somewhere [between 60% and 70% of transformation projects fail](#) to meet their goals. Too often, these projects are merely add-ons or incremental improvements to legacy models.

Transformation happens from within, and yet this is the weakest area for most companies. You can see for yourself in our original research on company capabilities in the developed vs. developing world in the blog [Transform Is the New Norm](#) by Magnus Penker.

Our data shows that most large enterprises lack the capabilities for internal transformation, even when they have a mastery over capabilities that drive external innovations in products, services, and delivery.

In addition to creating the right structure and establishing a baseline, transformation projects require an action-oriented coaching and training plan with a focus on leadership and culture.

We've had a great deal of success using this approach for transformation projects, especially in combination with our other tools.

Want to incorporate some of our experience and market-tested techniques for your practice? Join us on May 2 for the webinar **How to Successfully Work with Transformation Projects**, exclusively for Innovation360 Licensed Practitioners.

You'll gain insights into how to design, pitch, and implement many kinds of transformation projects, not just digital transformation. Don't miss this knowledge-packed interactive session, led by Peter Glasheen and Magnus Penker.

[Sign up for this exclusive webinar](#)

[A Checklist for Choosing the Best Ideation Management Systems](#)

Have you ever worked with clients struggling to evaluate, select, and install an ideation management system? Zurich-based Innovation360 Licensed Practitioner [George Fankhauser](#) has assembled 31 criteria to streamline the process and guide their decisions. See the checklist in his Medium post, [What Makes a Good Idea Management System?](#)

Would you like additional support and training on using the ideation360 idea management platform? Do you have a case study for an idea campaign of your own? To optimize your deployment of the ideation360 mobile apps or enterprise platform, [contact Sandra Skoha](#). She's happy to help you get started or provide additional

strong. We're happy to help you get started or provide additional materials.

AI Perspective: Fast Followers Are Too Slow

Companies who wait to adopt and integrate AI into their systems are unlikely to see the same gains as early adopters.

That's the warning in HBR's "[Why Companies That Wait to Adopt AI May Never Catch Up](#)," the authors explain why companies that adopt AI before market maturity will operate at a distinct, perhaps unbeatable, advantage. From systems training to integration, custom AI deployments can involve a steep learning curve, but once companies hit their stride, the gains are recognized quickly and companies learn faster on a massive scale. Performance gains and lowered operating costs may be so significant that late adopters will be unable to stay competitive.

High-growth Companies Invest in AI

"While there is a lot of energy around AI, organizations will only harness the full value of AI with a deep strategic approach to their AI transformation. Most application and process can be reimaged with AI, from infusing applications with AI capabilities to taking entirely new approaches to organizational horizontal and vertical processes."
--Mitra Azizirad, corporate vice president of AI marketing at Microsoft

[Microsoft's recent AI report](#) found that high growth companies are more deeply invested in AI.

- 93% of high-growth companies intend to invest in decision-making AI in 1-3 years

- making AI in the next 12 months
- 53% of which expect to do so in the next 12 months, as compared to 33% of lower growth companies
- 64% of lower-growth companies intend to invest in decision-making AI in 3-5 years

The top 3 industries where AI is automating business processes:

- 85% of retail and consumer packaged goods (CPG) companies
- 83% of telecom and communication service providers
- 80% of banking and insurance companies.

Read how ideation360 deploys [AI for Bringing Better Ideas to Market Faster](#) by Sofie Lindblom.

AI and the Asian Century

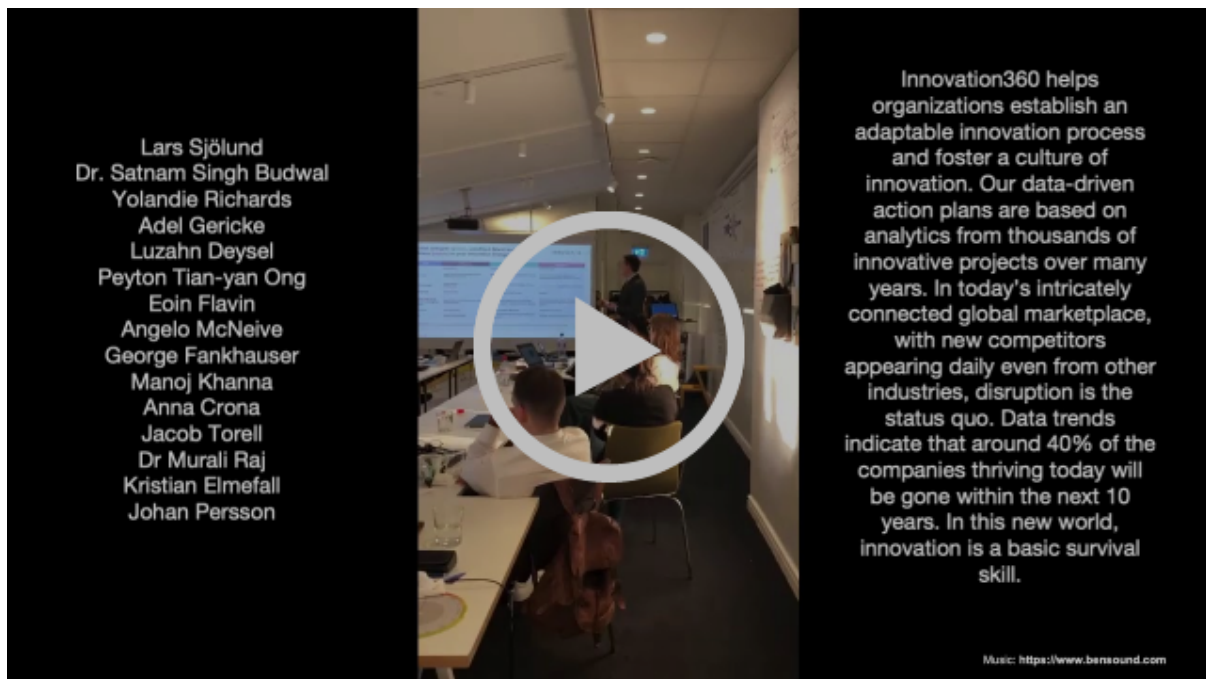
The race for AI ascendancy isn't just between companies. China has built a global artificial intelligence empire that is poised to become a global leader and is [ushering in the Asian Century](#). Starting in 2020, according to economic data tallied by the Financial Times, Asian economies will be larger than the rest of the world combined for the first time since the 19th century.

For a deeper dive into how AI and machine learning actually function, along with use cases of business applications, download Magnus Penker's technical whitepaper ***Artificial Intelligence & Innovation Management For Business Leaders***.

[Download the AI whitepaper](#)

Innovation360 Expands to Canada

In North America expansion news, we'd like to introduce you to Gerry Purcell. Gerry is the new Managing Director of Innovation360 Canada, a subsidiary established to serve the emerging Toronto-Waterloo Innovation Corridor, as well as the broader Canadian market. Gerry is a senior management consultant with extensive experience in human capital, innovation, and strategy. He's worked with clients across industries in North and South America, Europe, Asia, Australia, and the Middle East, successfully guiding organizations in the private, public, and not-for-profit sectors.



March Innovation360 Licensed Practitioner cohort in Stockholm.

Two New Cohorts in Stockholm and New York

We would like to congratulate the latest cohort of Innovation360 Licensed Practitioners who completed training or leveled up. The March Stockholm cohort included:

Eoin Flavin, Dr. Satnam Singh, Dr. Muraliraj Jagantheran, Manoj Khanna, Lars Sjölund, Luzahn Deysel, Krishnan Naganathan, George Fankhauser, Yolandie Richards, Adel Gericke, Peyton Tian-yan Ong, Kristian Elmefall, Anna Crona, Jacob Torell, Johan Persson, and Angelo McNeive



We also congratulate the March New York cohort, which included: Moerieda Mackay, Ginger Grant, Raeshelle M. Morris, Jeremy Staples, and Wayne Savory.

Are you ready to move on to the next level?

Take a look at upcoming accreditations in Stockholm and New York:

Basic Accreditation in [New York City, May 6 - 8](#)

Basic Accreditation in [Stockholm, May 13 - 15](#)

Basic Accreditation in [New York City, June 12 - 14](#)

Basic Accreditation in [Stockholm, June 24 - 26](#)

Yellow Belt Training in [Stockholm, June 27 - 28](#)

Green Belt Training in [Stockholm, August 22 - 23](#)

Black Belt Training in [Stockholm, August 26 - 27](#)

Look for the Next Innovation360 Licensed Practitioner Update Coming in May!



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