



Medici Innovation Workshop™

Use the Power of Diversity to Build, Change, and Grow Your Business

“Our team [went] from struggling with no direction or ideas to fully developed ideas with a process and plan...I highly recommend this approach—truly one of the best corporate development experiences I have ever had.”

—DONNA DAVID, CIO, JOHNSON & JOHNSON



Designed to introduce and put into practice the concepts of *The Medici Effect*, the Medici Innovation Workshop™ offers a stimulating, collaborative, hands-on experience from which participants will walk away with groundbreaking ideas and tangible next steps. In fact, these are typical results for a team of two to four people:

- ◇ Generate at *15-30 creative ideas*;
- ◇ Iterate these down to *10 creative and relevant ideas*;
- ◇ Refine these further to *two great ideas*; and
- ◇ Identify the *Smallest Executable Step™* for one groundbreaking idea by the end of the workshop.

Clients have found the Medici Innovation Workshop to be invaluable for training frontline staff and teaming building.

'THE MEDICI EFFECT' IN ACTION

The diverse education, experience, culture, opinions, and interests that already exist in your organization offer a powerful reference point for innovation—if you know how to use it. The Medici Innovation Workshop will break down barriers, bring out the best in individuals and teams in response to any challenge or opportunity, and inspire action.

Through a series of interactive exercises, participants will gain a fresh perspective on how diversity creates business value, specifically in the innovation process. They will learn the Medici tools for innovation and how to use them to tap the Intersection™ for creative outcomes, today and in the future. Most importantly, the workshop demonstrates that regardless of role or experience, anyone can innovate.

By bringing the Medici Innovation Workshop to your organization, you will:

- ✧ Engage your team in new thinking;
- ✧ Teach your team the advantages of making diversity matter in your organization;
- ✧ Leverage the diversity and existing resources in your organization as a strategic advantage to drive growth and market leadership; and
- ✧ Have practical execution plans to deliver on these ideas.

RECOMMENDED AUDIENCES

- ✧ Groups representing a diverse cross-section of cultures, geographies, ethnicities, education, professional specialties, and worldviews.
- ✧ Intact or virtual teams who would benefit from enhanced communication and collaboration.
- ✧ People responsible for implementing business strategies, human resource talent management, product development, and R&D.

WORKSHOP AT A GLANCE

The main components of this workshop are:

- ✧ Principles and research from Frans Johansson's book, *The Medici Effect*.
- ✧ Highly immersive and collaborative exercises.
- ✧ Using diversity of ideas, perspectives and knowledge to create growth and value-creating opportunities for organizations.
- ✧ Thought-provoking, practical case studies of innovation created at the intersection of diversity. (The Facilitator can choose from a large number of cases in order to customize each session.)

Interactive Introduction

The introduction includes:

- ✧ Videos where Frans Johansson explains core principles, as well as deeper lessons, when innovating at the Intersection of different fields and cultures. He also explains why the 'Medici Effect' is the single best reason for why diversity drives innovation.
- ✧ Case studies of groundbreaking innovation based on intriguing and unexpected combinations.
- ✧ An exercise that serves as an icebreaker for the teams, but also as a warm-up for the following exercises that follows.

Exercise: Map Out Your Resources

Each team makes a “mind map” of the resources that they are in control of, or connected to, in some way. (The term resource is defined broadly to include knowledge, people, technology, etc.) In the exercises that follow they will collaborate to generate innovative, executable ideas based on what they already have access to.

Exercise: Unleash an Explosion of Ideas

The facilitator shows a case that inspires the participants to innovate by exploring unexpected combinations. Each team then gets a deck of cards with random concepts. Through fast-paced teamwork they use this tool to brainstorm a large number of new ideas, based on their mind maps. Then they transform the ideas so that they become relevant to their work.

Exercise: Evaluate and Select Ideas

The facilitator presents a new tool, so that each team can select the ideas that are unique and potentially impactful. After this they will focus on two ideas per team.

Exercise: Intersection Hunting

Each individual partners up, temporarily, with someone from another team—they share their respective team's ideas and give feedback. This way the participants leverage the diversity that exists in the room to catalyze innovation. This is a kinetic and powerful process that helps them to cross-pollinate ideas and tap into new perspectives.

After the exercise the facilitator shows a couple of real cases where diverse perspectives and idea sharing have led to groundbreaking innovation. It can be diversity in terms of culture, ethnicity, industry, background, lifestyle etc. Based on the exercise and the cases, the room has a discussion on how diversity can be leveraged for innovation at their workplace.

Execution Strategy

The facilitator presents models and cases that highlight the particular problems that a team must address when executing groundbreaking ideas. Since there are no patterns to follow, the innovators must embrace experimentation and failure. This means that they have to think differently about strategy and execution. A key element here is that a team that pursues an innovative idea should focus on the smallest executable step of the project. That will give them new insights about how to continue, but they will only spend a minimum of resources.

Exercise: The Smallest Executable Step™

The team fills out a form with a couple of key questions that force them to define their idea. They also have to define the *Smallest Executable Step* as regards its execution. Not only does this make the project more tangible—it also comes to life, since they have to come up with a name and a logo for their idea.

The exercise—and the workshop—ends with each team pitching their idea to the room. They present a 30-second “commercial” where they make the idea as attractive as possible. When pursuing their ideas, an important factor for success will be their ability to convince other people that the idea is worth spending resources on.

After the Session

It is up to the organization and the team to act on the action plan, and realize the smallest executable step. This may be done with or without coaching from Certified Medici Trainers™.

CLIENTS

Fortune 100 companies turn to The Medici Group when they need to drive a meaningful shift in innovation thinking at their organization. Often, this means helping them through a leadership change, a new merger, competitive threats, emerging markets, and product development challenges. Spanning all major sectors, clients include:

Financial

American Express
Chubb
CIGNA
Deutsche Bank
HSBC
Investor AB
JP Morgan Chase
MassMutual
MasterCard
MetLife
State Farm Insurance
Vanguard

Industrial Goods

BAE Systems
Dow Chemical Company
GE Aviation
ITT Corporation
Navistar
Northrup Grumman
Raytheon
Scania Group
Skanska
W.L. Gore & Associates

Services

CNN
Bloomberg
ESPN
International Paper
Interpublic Group
Jumeirah Hotels
McCann Worldwide
New Zealand Air
Publicis Group
Sodexo
Turner Broadcasting

Healthcare

bioMerieux
Boehringer Ingelheim
Johnson & Johnson
Novartis
Pfizer

Technology

Accenture
AOL
IBM
Microsoft

Consumer Goods

The Absolut Company
Avis Budget Group
Clorox
General Mills
General Motors
Kraft Foods
McDonalds
Nike
PepsiCo
Volvo
Walt Disney Co.

Government/Public Sector

Americas Competitiveness
Forum (sponsored by the US
Dept of Commerce)
City of San Jose
The Federal Reserve
Government of Western
Australia
SHARP National Intelligence
State of Michigan Executive
Institute

“One of the most insightful books on managing innovation I have ever read.”

—CLAYTON CHRISTENSEN, AUTHOR, *THE INNOVATOR'S DILEMMA*

“A Work of Art...If you can't read it and come up with at least a minor Mona Lisa or two, you're not trying.”

—ENTREPRENEUR MAGAZINE

ABOUT THE MEDICI EFFECT

In his bestselling book, *The Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts and Cultures*, Frans Johansson examines how and why diversity drives innovation. He chronicles a place called the Intersection™, where ideas from different industries, cultures, disciplines, etc. collide—ultimately igniting an explosion of extraordinary and new innovations. *The Medici Effect*, available in 18 languages, has received numerous accolades, including Amazon.com's top 10 business books and one of *BusinessWeek's* best books on innovation.

ABOUT THE MEDICI GROUP

Since 2006, The Medici Group has partnered with organizations worldwide to create and foster a culture of innovation. Through strategic advising, immersive workshops, and unique learning events, the firm has helped Fortune 100 companies to generate and realize new lines of business, transformational business processes, and inventive blueprints for success in emerging markets.

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